



NEWS RELEASE

National Ski Patrol

NSP Donates Duofold Base Layers to Not-for-Profit SOS Outreach

December 18, 2008—Lakewood, Colorado—The National Ski Patrol (NSP) today donated approximately 200 premium Duofold mid- and expedition-weight base layer separates to the Colorado-based, not-for-profit SOS Outreach. SOS will distribute the pieces to students participating in its learn-to-ski and snowboard programs, slated at 35 U.S. ski areas this season.

SOS is a grassroots organization that encourages at-risk and underprivileged youth to build character and self-esteem through snowsports. The organization provides adult mentors, community service opportunities and life skills workshops, and strives to teach healthy decision-making skills through the core values of courage, discipline, integrity, wisdom and compassion.

“The SOS opens doors for kids who may not otherwise have the opportunity to spend time in the mountains. To support this organization is to keep our industry healthy by promoting snowsports to kids,” said NSP Executive Director Tim White. “In addition, the NSP strives to enable safe enjoyment of outdoor recreation. One vital component of slope safety is to dress in clothing that protects against the elements, which these warm pieces will provide.”

Duofold has been producing high-performance products since 1906. The company’s two-layer thermals were originally created for the US Army to combat extreme weather. SOS will distribute the pieces to a portion of the estimated 35,000 youth that will participate in its 2008/09 programs.

“SOS Outreach and our participants are thrilled to receive the donation of Duofold base layers from the NSP,” said Jon Garrou, SOS youth programs director. “This donation will keep our participants warm and dry, contributing to a great introductory experience on the slopes.”

About SOS Outreach

The 501(c)(3) SOS Outreach organization was founded in 1993 in Vail, Colo., to help at-risk and underprivileged youth build character and self-esteem. SOS’s primary goals are to strengthen resiliency and protective factors in participants’ lives to reduce harmful behaviors. The organization’s efforts are supported by a vast network that includes mountain resorts, winter sport manufacturers, volunteers and donors. Visit www.sosoutreach.org.

About the National Ski Patrol

The National Ski Patrol is a Federally Chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 70 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 27,000 members represent 98 percent of the nation's patrollers. Visit www.nsp.org.

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