



NEWS RELEASE

National Ski Patrol

Yakima Signs on as Official Supplier to the National Ski Patrol

November 14, 2008—Lakewood, Colorado—The National Ski Patrol (NSP) announced that it has entered a sponsorship agreement with Yakima, a leader in vehicle rack and storage systems. Through the agreement Yakima becomes a partner and Official Supplier to the NSP.

“Yakima has a great reputation as a high-end, American-made brand and is an ideal fit for our organization and its active membership,” said NSP Executive Director Tim White. “We’re excited about the partnership, and encourage all those considering a rack system to check out Yakima.”

The Yakima brand has been synonymous with skiing and outdoor sports for a quarter century. The company specializes in “bomber quality racks,” and support for the NSP sponsorship program includes Yakima’s cargo, bike, snow and watersports rack systems. The company is also a partner to a variety of other outdoor industry non- and for-profit organizations including Matchstick Productions, CarbonFund.org, the Conservation Alliance and Subaru.

"NSP is an exemplary non-profit organization with a rich history of serving the public and the outdoor recreation industry through their programs, education and services, and Yakima is pleased to come on board as the official vehicle rack supplier," said Joel Grabenstein, marketing and promotions manager for Yakima. "We look forward to a long term relationship working alongside one another to continue getting consumers outdoors in a safe and sustainable manner."

NSP members can access Yakima products via nsp.org or through contacting Yakima directly.

About Yakima

Yakima is a world leader in the design and manufacture of destination hardware and gear management solutions. Yakima’s products include: vehicle racks for bikes, boats, ski equipment and gear; and a line of cargo boxes and bags for a variety of needs. Yakima Products is headquartered in Beaverton, Ore. For more information, visit www.yakima.com.

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. For more information access www.nsp.org.

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