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National Ski Patrol and YoColorado Team Up to Promote NSP and Outdoor Safety with Style

Collaboration Offers Exclusive Merchandise that Stitches a Story and a Safety Mission

LAKEWOOD, Colo. (June 5, 2025) – [National Ski Patrol](#) (NSP), one of the largest organizations committed to safety and rescue education for the outdoor industry, and [YoColorado](#), a retro-inspired outdoor lifestyle apparel company based in Golden, Colo., today announced a meaningful clothing and accessory collaboration. This dynamic partnership fuses NSP's deep-rooted legacy and critical mission with YoColorado's signature fun and bold retro style, telling the vital story of outdoor safety in a fresh and engaging way -- while also generating support for NSP's critical education programs.

Under this new collaboration, co-branded products will be available to the general public for purchase, and more than 30,000 dedicated members of NSP will get exclusive early access to a specially designed line of co-branded apparel built for year-round life outside. Summer and winter collections will include t-shirts, beanies, hats, button-ups, fleece, sweatshirts, outerwear and accessories. A [preview of this co-branded collection](#) debuts today at the 2025 GoPro Mountain Games in Vail, Colo., showcasing the complimentary blend of NSP's commitment and YoColorado's mix of modern-day functionality with flair.

“This isn't just about looking good. It's also about *doing* good. It's ‘safety meets style,’ elevating outdoor safety education with every stitch. It's clothing with a purpose,” said Stephanie Cox, CEO of National Ski Patrol. “Pairing the expertise of National Ski Patrol with the retro-inspired vibe of YoColorado is amplifying our mission and story with style. The synergy between NSP's unwavering focus on safety and YoColorado's fun-loving spirit perfectly capture the heart of the outdoor community.”

Starting winter of 2025, consumers nationwide can purchase the first apparel collection to support NSP's legacy and mission via YoColorado's website and wholesale partners and in its Golden, Colo., basecamp store. A portion of all sales will benefit NSP to generate support for its outdoor safety and education programs.

For the NSP-YoColorado “Safety Meets Style” graphic, [click here](#). For images reflecting the NSP-YoColorado preview product collaboration, [click here](#).

“We’re honored to partner with such a legendary organization like National Ski Patrol that keeps our slopes safe and open to adventure,” said Brad Miller, YoColorado’s Co-Founder & Managing Partner. “Our goal with this partnership is to broaden the reach of both brands and to especially help National Ski Patrol deliver their message of service and safety in a fun, playful way. Together, we’re building a one-of-a-kind collection that’s all about honoring the mountain lifestyle and bringing good vibes wherever you go -- from sidewalk to summit.”

This collaboration highlights both organizations’ commitment to inspiring the experiences of outdoor enthusiasts across the country.

Cox added, “We’re not just talking about safety; we’re making it cool, accessible, and good-looking! We get to tell the NSP story with more swagger.”

About National Ski Patrol

National Ski Patrol (NSP) is a federally-chartered 501(c)(3) nonprofit education and membership association. As the leading authority of on-mountain safety, NSP is dedicated to serving the outdoor recreation industry by providing education and training to emergency care and safety service providers. With more than 30,000 members across 650 patrols, and affiliated organizations in Canada, Europe, and Asia, NSP is one of the largest organizations committed to safety and rescue education for the outdoor industry. Members include ski and bike patrollers, as well as mountain and bike hosts, alumni, associates, and physician partners, working on behalf of local ski/snowboard areas and bike parks to enhance the overall experience for outdoor enthusiasts. Founded in 1938, NSP continues to advance its commitment to safety and its vision by leveraging the latest technology, innovation, and education. Visit [NSP.org](https://www.nsp.org), and follow on [Facebook](#) and [Instagram](#).

About YoColorado

Founded in 2013 and based in historic Golden, Colo., YoColorado is a retro-inspired outdoor apparel company that celebrates the free-spirited adventure of the Colorado lifestyle. Blending bold design with quality craftsmanship, YoColorado offers a curated collection of outdoor apparel and gear designed to feel good and fuel the fun every time you step outside. From small-batch manufacturing to upcycling materials into unique apparel and accessories to community-first partnerships, YoColorado is all about doing good and making our customers look and feel good. Visit yocolorado.com and follow on [Facebook](#) and [Instagram](#).

Media Inquiries

For NSP media inquiries or interview requests with [Stephanie Cox](#), CEO of National Ski Patrol, contact Diane Amdur at Diane@AmdurCommunications.com or 303-521-3305.

For YoColorado media inquiries or interview requests with Brad Miller, Founder & Managing Partner of YoColorado, contact Julie Bartos at julie@yocolorado.com or 303-653-3330.

Media Resources/Photos

- A website [preview of this co-branded collection](#)
- NSP-YoColorado “Safety Meets Style” graphic, [click here](#)
- Photos reflecting the NSP-YoColorado preview product collaboration, [click here](#)
- [National Ski Patrol Newsroom](#)
- National Ski Patrol [Photos](#) (P.C.: National Ski Patrol)
- [NSP Fact Sheet](#)

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