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National Ski Patrol Selects Kate's Real Food As Official Energy Bar Supplier

Twitterpitch: @Natlskipatrol selects @katesrealfood as official #energybar supplier #ski

VICTOR, ID (June 27, 2011) – Kate's Real Food and the National Ski Patrol have joined forces to provide patrollers access to the best tasting, hand-mixed organic energy bars available on the market. Kate Schade's years of skiing in the backcountry around the Tetons and Jackson Hole means Kate and her team understand what's needed to stay powered all day, even in the worst conditions, which are often what patrollers are working in, day in and day out.

Kate's Real Food knows what patrollers need most:

- Long lasting energy
- Great taste
- Crunchy-chewy-crispy texture
- Won't freeze
- All-natural ingredients
- Superfoods
- Balance of protein, carbs and good fats
- Pocket-sized
- Organic
- Kosher

"We are really excited to partner with Kate's Real Food as the official energy bar supplier of the National Ski Patrol," said Tim White, NSP Executive Director. "Kate has been working and playing in the mountains for a long time, where she's perfected the healthy energy-filled snack for those who work outside in the worst conditions." White continued, "I've not come across an energy bar that tastes better anywhere, and we're proud to be able to offer Kate's Real Food energy bars to our patrollers, continuing to make every effort to ensure their ability to perform safely on the job."

All Kate's Real Food products are hand mixed in the shadow of the Tetons and feature all-natural and organic, unprocessed ingredients, so you get the best of the nutrients and their benefits in five flavors, including two peanut-free flavors and one bar that's peanut-free, dairy-free and gluten-free.

"The NSP is a perfect match for Kate's Real Food," echoed Kate Schade, owner and bar genius at Kate's Real Food. "The heart and soul of the NSP matches the heart and soul of Kate's bars. We design our products to keep people powered up for outdoor play, especially in the mountains." Schade continued, "Having been a skier since I was a kid, I've developed a keen appreciation for the job that patrollers do and the gnarly conditions they have to work in, and we know having a good energy supply is essential."

Kate's Real Food retailers can be found online at <http://katesrealfood.com/retailers/>, and NSP Members can get special discount pricing on Kate's energy bars through the NSP winter online and print catalog coming out October 1, 2011.

Links:

Kate's Real Food: <http://katesrealfood.com/>

National Ski Patrol: <http://www.nsp.org/>

Online press release: <http://pitch.pe/155767>

About Kate's Real Food

Kate's Real Food was founded in the shadow of the Tetons in Victor, ID. Each of Kate's Real Food energy snack bars is handmade, with whole, all natural ingredients and love. Kate's Real Food energy snack bars are created for people who live, play or just want to be outdoors. The flavors and textures of Kate's Real Food energy snack bars are designed to reflect the natural surroundings they were inspired by. For more information, to buy online or to find your local retailer, log onto www.Katesrealfood.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 28,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.