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## **NSP Debuts New Recruitment Video**

### **National Ski Patrol Builds Visibility, Fun**

**Twitterpitch:** @natlskipatrol debuts new recruitment video (<http://vimeo.com/35812911>)

Denver, CO – As part of the visibility campaign to encourage recruitment, monetary support, and recognition for the 75th anniversary of the National Ski Patrol in 2013, the NSP has developed a video extolling the virtues of working as a ski patroller.

Professionally produced by Epic Mountain Productions, the video demonstrates an enviable life of camaraderie, beautiful scenery, fresh powder turns on untracked lines, and making a difference in the lives of those who play at or near ski areas around the country.

“Patrolling really isn’t for everyone,” says volunteer patroller Scott Marland in the video. “But for those of us who do it, there’s just nothing better or more rewarding”

“We really wanted to create a video that captured the fun, excitement, knowledge and bonding atmosphere that makes ski patrolling what it is,” said Candace Horgan, Communications Director for the NSP. “Ski patrollers are needed more than ever with the increasing popularity of snow sports, and a video is a great way to give potential recruits something to think about in an easily accessible, digestible format. Epic Mountain Productions did a fantastic job of producing a top-notch video that incorporates a lot of messaging touch points in a captivating manner.”

Coming in at just under six minutes, the video combines a little NSP history with the attributes of today’s job and lifestyle. Top-level editing includes inspiring music and shots of NSP sponsor apparel and gear.

The National Ski Patrol serves over 28,000 members serving on over 600 patrols, and wishes everyone a safe and fun winter season. Please visit [www.nsp.org](http://www.nsp.org) to make a tax-deductible contribution that will support the men and women of today’s ski patrols.

#### **Links:**

National Ski Patrol Video: <http://vimeo.com/35812911>

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

NSP facebook page: <http://www.facebook.com/NationalSkiPatrol>

NSP on twitter: @natlskipatrol

Epic Mountain Productions: <http://epicmountainproductions.com/>

Online press release:

#### **About 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 74 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, log onto [www.nsp.org](http://www.nsp.org).