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**FOR IMMEDIATE RELEASE:**

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**NSP partners with Neptune Ski to release skiing public service announcements to ski resorts**

Lakewood, Colo. – The National Ski Patrol (NSP) has partnered Clear Marketing Concepts (CMC), a company that develops custom radio stations for a variety of businesses, to develop a series of radio public service safety announcements on skiing and snowboarding safety. The PSAs will be up to 60 seconds in length for broadcast on CMC's new ski resort radio product, Neptune Ski, which offers customized local radio stations for resorts. Currently, Monarch Mountain, Colo., Ski Apache, N.M., and Mountain Creek, N.J., are using Neptune Ski, with many more resorts looking at signing up.

"We are excited about our partnership with Clear Marketing Concepts to develop and broadcast these skiing safety PSAs at a variety of resorts," said NSP Executive Director Tim White. "As the industry leader in promoting skiing and snowboarding safety, NSP looks for a variety of ways to deliver safety messages, and these PSAs are a wonderful way to promote slope safety."

The 10 PSAs vary from 30 to 60 seconds in length, and promote a variety of skiing and snowboarding safety topics, including helmet safety, Your Responsibility Code, backcountry and sidecountry safety, and more. Some of the PSAs can be "tagged" with the name of individual resorts or ski areas.

"Developing these safety PSAs in conjunction with the National Ski Patrol was a great experience for us," said CMC President Eric Jontra. "We're excited about introducing our Neptune Ski product into the ski category, and promoting safety is a big part of what we do with all of our partners. We wanted the safety PSAs to be something we could use on our Neptune Ski radio stations while making them available to other ski resorts as well – free of charge."

In addition to being broadcast on CMC's custom radio station, Neptune Ski, these PSAs will be available on the NSP website for use by other resorts and ski patrols.

**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 73 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](http://www.nsp.org).

For further comments or interviews regarding the NSP and OEC, please call NSP Communications Director Candace Horgan at (303) 988-1111, x2625.

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