

NATIONAL
SKI AREAS
ASSOCIATION



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NSAA Revamps Annual Ski Area Marketing Awards

New Categories Include Best Learn to Ski and Snowboard Month Campaign

LAKEWOOD, Colo. – January 12, 2012 – NSAA recently announced nine new categories for its annual Ski Area Marketing Awards. First launched during the 1999/00 season, the annual awards pique friendly competition among marketing professionals while also helping to raise the overall marketing standards within the ski industry. After consultation with an informal Marketing Subcommittee, NSAA has developed the following categories for the 2011/12 NSAA Marketing Awards:

- Best Blog
- Best Social Media Campaign
- Best Use of New Technology in a Marketing Campaign
- Best Direct Marketing Program
- Most Unique Non-Skiing or Snowboarding Event
- Best Use of Video
- Best Old School (Radio, Print, Billboard)
- Best Learn to Ski & Snowboard Month Campaign
- Best Overall Marketing Campaign

Only one resort will be chosen in each category. Resorts will denote their size classification on the application and judges will be instructed to give proper consideration to the ski area size and available resources. **Application deadline is March 16.** Winners will be announced live at the 2012 NSAA National Convention and Tradeshow to be held May 6-9 at the Grand Hyatt San Antonio, San Antonio, Texas. Applications are available under the Marketing menu at nsaa.org. For more information email NSAA Communications Manager Troy Hawks at thawks@nsaa.org.

THE NATIONAL SKI AREAS ASSOCIATION, LOCATED IN LAKEWOOD, COLO., IS A TRADE ASSOCIATION FORMED IN 1962 FOR SKI AREA OWNERS AND OPERATORS NATIONWIDE.

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