



Snowsports  
Industries  
America

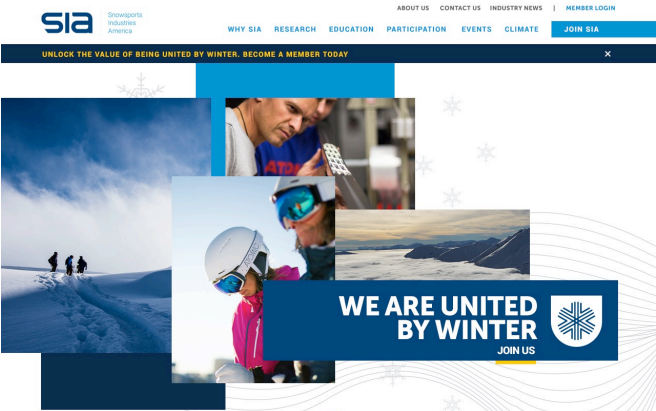
## 2019 Re-Brand: Snowsports Industries Of America

**UNITED  
BY WINTER.**

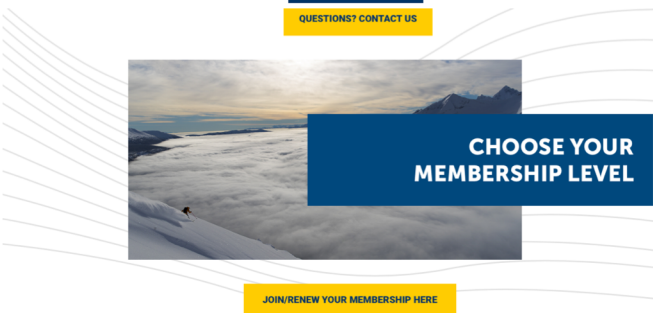
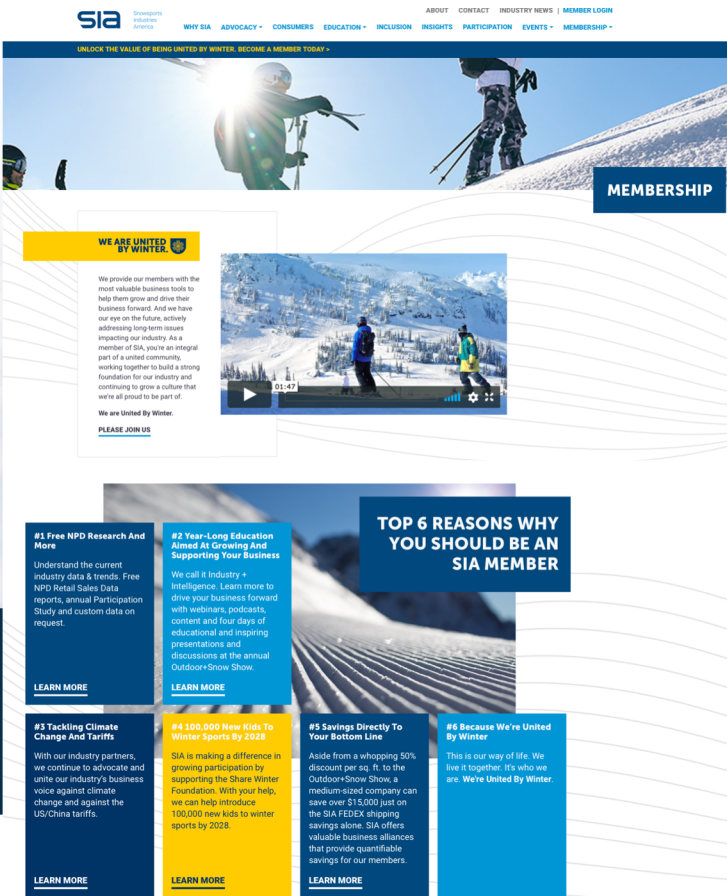


# Website

## www.snowsports.org



SIA is the nonprofit trade association for the snow sports industry; providing value to our members through education, research, events and climate advocacy.





# Digital Outreach/Headers



## SIA Launches "Generation Snow"

We're proud to announce our new initiative, Generation Snow, created to help increase participation in snow sports. Working in collaboration with NSAA, PSIA and NSP, we're supporting [Share Winter](#), a national grantmaking organization that works closely with carefully selected grantees to build efficient, effective, sustainable winter sports programs and pipelines to ongoing winter sports participation.

With the launch of Generation Snow, SIA is challenging the industry to match our \$40,000 donation to Share Winter to exceed a goal of \$100,000 in 2020, and add 100,000 new winter sports participants by 2028.

[Visit Our Website](#)

[See The Press Release](#)



We're committed to delivering best-in-class education to our members about our changing marketplace, so today, we're proud to announce our new Winter Podcast Series, in partnership with the Channel Mastery Podcast and Verde Brand Communications. Throughout the winter season, we'll bring you thought-provoking conversations featuring prominent reps, retailers and other winter industry business leaders that will help you grow your business.

Let's kick this off today with Jen Gurecki, CEO and Founder of Coalition Snow and the Editor-in-Chief of Sisu Magazine.

[Listen To The Podcasts](#)



## The Outdoor Business Climate Partnership Joins 330 Businesses Calling for Climate Action

This week, the Outdoor Business Climate Partnership (OBCP), an alliance between SIA, the Outdoor Industry Association (OIA) and the National Ski Areas Association (NSAA) joined "LEAD On Climate 2020." Thanks to [Ceres](#) and Google Hangouts, we were able to meet with Congresspeople from our respective home offices and have the largest ever call-to-action from the business community to the United States Congress to protect our nation's industries from the impacts of climate change.

OBCP is an alliance of the three major outdoor industry trade groups representing the outdoor business sector, which helps to support the \$887 billion outdoor recreation economy and its 7.6 million jobs. Together, we are elevating the business voice of the outdoor industry to drive bipartisan action on climate.

Alongside 330 other business leaders, all calling in from home offices and remote locations across the country, we had in-person meetings with a bipartisan group of Congresspeople, calling on them to build back a better economy by infusing long-term climate solutions into future economic recovery plans, while working towards long-term climate solutions that include investing in a net-zero emissions economy and placing a price on carbon.



Social Assets





## Trade Show



## Badges/Stickers/Buttons





# Business Cards



# Presentation Template

