

NATIONAL
SKI AREAS
ASSOCIATION



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Study Shows 67 Percent Now Wear Helmets on the Slopes *Helmet Use Among U.S. Skiers and Snowboarders Continues to Escalate*

LAKEWOOD, Colo.— June 15, 2012 – According to findings of the 2012 NSAA National Demographic Study, 67 percent of skiers and snowboarders now wear helmets while enjoying the slopes at U.S. ski areas, up 10 percent from the 2010/11 season. Helmet usage among those interviewed nationwide has increased 171 percent since the 2002/03 season, when only 25 percent of skiers and snowboarders were wearing a helmet at the time of being interviewed. More importantly, nearly 80 percent of children aged 17 and younger now wear helmets on the slopes. The annual Demographic Study is compiled from more than 130,000 interviews of skiers and snowboarders nationwide, over the course of the 2010/11 season.

The NSAA Demographic survey also revealed that:

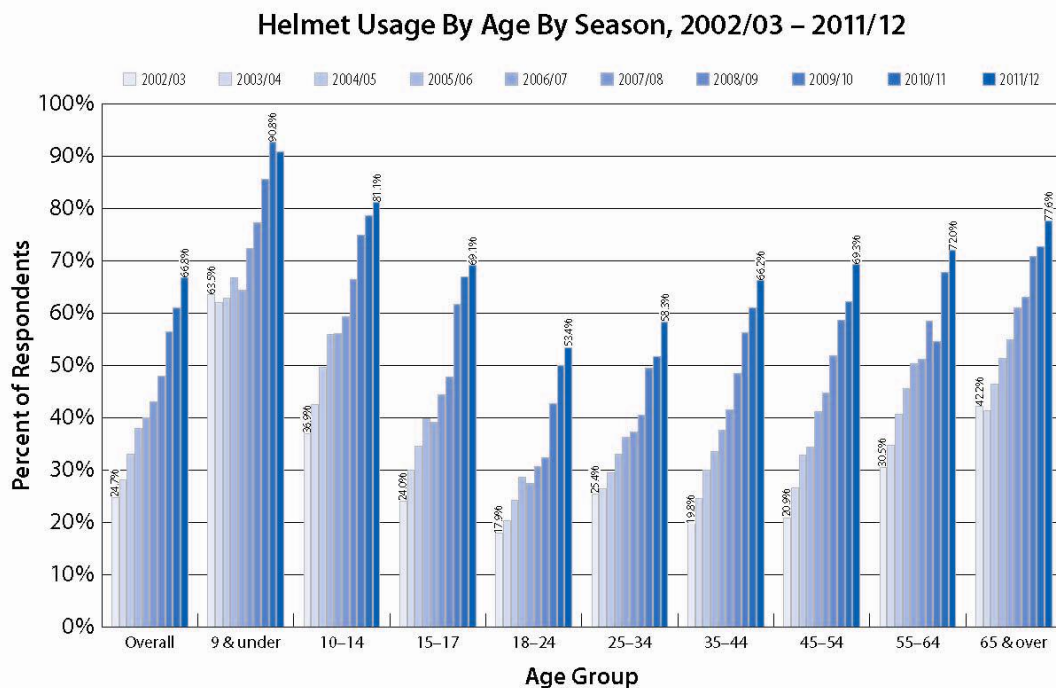
- 91 percent of children 9 years old or younger wear ski/snowboard helmets;
- 81 percent of children between 10 and 14 wear ski/snowboard helmets;
- 77 percent of minor (those aged 17 and under) wear ski/snowboard helmets;
- 78 percent of adults over the age of 65 wear ski/snowboard helmets;
- Skiers and snowboarders aged 18 to 24 have traditionally represented the lowest percentage of helmet use among all age groups. This year, 53 percent of all 18 to 24 year olds interviewed wore helmets, compared to the 2002/03 season when only 18 percent wore helmets.

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“Parents and resorts continue to do a great job of promoting the use of helmets for guests, especially children,” said Michael Berry, president of NSAA.

NSAA and its member resorts promote the use of helmets. NSAA views skiing and snowboarding in a safe and responsible manner – not helmets only – as the primary safety consideration for all skiers and snowboarders. NSAA recently revamped its Lids on Kids website (www.lidsonkids.org) designed to provide parents with pertinent helmet safety information that includes new videos, fun games for kids, and simple helmet sizing instructions to help ensure a proper fit. Find more online under the Safety and Education menu at www.nsa.org.

HELMET USAGE BY AGE BY SEASON



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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