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**SKI INDUSTRY FOCUSES ON CLIMATE ACTION**

*Outdoor trade associations stress the immediate need for climate action and advocacy at industry's biggest trade show*

DENVER – The National Ski Areas Association (NSAA) applauds the efforts of two partner associations, Outdoor Industry Association (OIA) and Snowsports Industries America (SIA), to empower their members to take climate action, and put the importance of this action front and center at the [2020 Outdoor Retailer Snow Show](#) as they announced the new [Climate Action Corps](#) program.

“This is one of the largest gatherings of outdoor and snowsports industry businesses in the U.S., and the fact that we’re speaking first about climate and prioritizing climate action is critical,” said Kelly Pawlak, NSAA president and CEO. “It’s critical to the future of our business, and the future of the planet.”

NSAA’s [Climate Challenge](#) program set a trail map for ski areas to inventory, target and reduce their carbon emissions. Now, the Climate Action Corps will provide a path for industry suppliers and retailers as well.

“NSAA’s Climate Challenge program has helped resorts reduce their footprint over the past decade, and OIA and SIA’s new Climate Action Corps program will guide big brands and retailers in accomplishing climate mitigation in their operations,” said Geraldine Link, the association’s director of public policy.

NSAA, SIA and OIA formed the [Outdoor Business Climate Partnership](#) (OBCP) one year ago to inspire action and raise the business voice of the \$887B outdoor recreation industry on climate solutions.

“The OBCP is focused on helping our members reduce their carbon footprint and advocating in Washington on broad-scale climate solutions,” said Link.

NSAA looks forward to continuing its collective work with SIA and OIA as a force for climate good through the OBCP in 2020. In May, the coalition will be lobbying alongside many leading corporations in Washington at a Ceres-led fly-in focused on putting a price on carbon.

In addition to its work with OBCP, the National Ski Areas Association engages in its own independent advocacy efforts, including work with the [Citizens Climate Lobby](#) in support of the Energy Innovation and Carbon Dividend Act (HR 763). The association also founded two long-running sustainability programs for its members: [Sustainable Slopes](#), recently revamped to increase focus on climate-specific tactics, and the Climate Challenge, a program designed to help ski areas inventory, target and reduce their carbon emissions.

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**The National Ski Areas Association (NSAA) is a trade association representing the interests of ski area operators and industry suppliers. Formed in 1962, NSAA designs and supports ski industry initiatives and programs, including safety, sustainability and growth from its Lakewood, Colo., headquarters.**

**Learn more about NSAA's mission and programs at [NSAA.org](https://www.nsaasports.org).**