

## **MEDIA ALERT-**

### **Thinkfirst Foundation Of Canada Launches Skiing And Snowboarding Safety Program At National Ski And Snowboard Week**

Join Jim Russell, Executive Director of the ThinkFirst Foundation of Canada, together with the Canadian Ski Council and other members of the skiing and snowboarding community as they launch *A Little Respect: ThinkFirst! / Observe, relaxe, respecte: Pensez d'abord!*

*A Little Respect: ThinkFirst!* is a new comprehensive safety program for skiers and boarders between 6-12 years of age. It is designed to inform young skiers/ snowboarders, coaches, trainers and parents about the importance of safety measures in enhancing the fun and enjoyment of skiing and snowboarding. This program is a great way of educating the skiing and snowboarding community about being smart while skiing and snowboarding.

Additional information on the program is attached.

**WHERE:** Village Base Lodge (South)  
Blue Mountain, Collingwood  
Presented by the Canadian Ski Council (CSC) in  
cooperation with ThinkFirst Canada

**WHEN:** Friday, January 13th, 2006 – 12:00 PM

*A Little Respect: ThinkFirst!* was created by a committee with representatives from the Canadian Association of Snowboard Instructors (CASI), Ministère de l'Éducation, du Loisir et du Sport (Québec Government), Canadian Ski Instructors Alliance (CSIA), Whistler Blackcomb, Association des stations de ski du Québec (ASSQ), Canada West Ski Areas Association (CWSAA), Intrawest, Canadian Ski Patrol (CSP), and the ThinkFirst Foundation of Canada. Involved in the development were skiing experts Jen Ashton, Hugo Harrison, and neurosurgeon and President of the ThinkFirst Foundation, Dr. Charles Tator.

#### **Complete information on the program will be available by calling:**

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