



FOR IMMEDIATE RELEASE

Introducing the Professional Ski Instructors of Canada: A Revolutionary Change Coming to the Canadian Ski Industry This Winter

CANADA — August 21, 2023 — A new era in the Canadian ski industry is on the horizon. The Professional Ski Instructors of Canada (PSIC) is set to launch this winter with a new system of training, education and certification for the ski industry and instructor community in Canada. The PSIC promises to build a better ski pro through collaborative curriculum development with the ski industry, and to inspire ski pros of the future through fun, inclusive, best in class coaching & training.

Built upon a foundation of excellence, inclusivity, and continuous improvement, the PSIC aims to foster a culture that embraces the best of what the ski industry can be. The organisation's purpose is to create lifelong passionate skiers through expert delivery of mountain experiences, and they invite the ski community to stay tuned for more exciting details in the coming months.

At the heart of the PSIC's mission is a commitment to not only enhancing professional development within the industry but also nurturing values such as positivity, respect, curiosity, and safety. The organisation believes that this approach will bring out the best in others and contribute to a more fulfilling skiing experience.

Details of the PSIC's offerings, including their learning science division, *The Ski Pro Institute*, and their unique teaching framework, *The Method*, will be unveiled as the launch approaches. Stay tuned for more information and prepare to be part of a movement that will redefine skiing in Canada.

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About Professional Ski Instructors of Canada

The PSIC is a new organisation dedicated to the elevation of the Canadian ski industry. Through its unique approach to training, education, and certification, the PSIC empowers ski professionals and fosters a culture of excellence and continuous improvement. With a vision to become the global leaders in ski professional education and training, PSIC is setting new standards for the industry. Stay connected for more exciting updates as we approach the winter launch.