

**For Immediate Release  
August 26th, 2019**

**Mountain Bike Instructors Association Announces Partnership with Aspen Skiing Co.**

*PMBIA to become Official Training Partner for Aspen Snowmass mountain bike instructors*



*PMBIA Technical Director Paul Howard with Aspen Snowmass mountain bike instructors*

**August 26th, 2019. Whistler, B.C.** — The Professional Mountain Bike Instructors Association announced that it has agreed to a partnership with Aspen Snowmass in Snowmass Village, CO to become the sole training and certification provider for all Aspen Snowmass bike park instructors. The PMBIA is already in partnership with many of the world's finest bike parks, including Whistler Blackcomb, as the sole training and certification provider and adding Aspen Snowmass to the list will further solidify PMBIA as the global leader in mountain bike instructor certification.

“Our goal is to bring a new level of consistency and professionalism to MTB instructor training in Colorado and we're excited at the potential of working with Aspen Snowmass, to achieve this goal.” said Paul Howard, Technical Director and President at Mountain Bike Instructors Association.

Entering the second year of a trail expansion project, Snowmass Bike Park continues to develop as one of the leading mountain bike resort destinations in Colorado. This partnership with the PMBIA will further solidify them as a destination of choice for mountain bikers from Colorado and around the world. “We are excited to partner with PMBIA,” said Kevin Jordan, Snowmass Bike School Manager. “We have a deep culture surrounding

