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**For Immediate Release**

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**Hydro Flask® Congratulates National Ski Patrol for 75 Years of Outstanding Service!**

*New NSP 75<sup>th</sup> Anniversary Celebration Flasks Available to NSP Members*

**(Bend, OR) January 24, 2013** – Hydro Flask®, the award-winning\* leader in high-performance, insulated steel food and beverage flasks, has created special commemorative Flasks to help celebrate the National Ski Patrol's 75<sup>th</sup> Anniversary!

The partnership between Hydro Flask and the National Ski Patrol began over two years ago when Hydro Flask saw the need to provide NSP members with a reliable way to keep their beverages piping hot in even the harshest of conditions.

"Hydro Flask is proud to offer our products to the National Ski Patrol and its members. The values the organization embodies and its dedication to the safety and well being of snow sport enthusiasts around the country is unparalleled," said Hydro Flask CEO Scott Allan. "We wish them a very happy 75th anniversary year and continued success for another 75 more."



Throughout the partnership more than 500 Hydro Flasks have been sold to NSP members.

"We are happy to be celebrating our 75<sup>th</sup> anniversary year while having Hydro Flask as an Official Sponsor of National Ski Patrol," said NSP Executive Director, Tim White. "Hydro Flask has continuously provided NSP with quality products that allow patrollers to keep their liquids hot or cold while in extreme weather conditions. NSP partnered with Hydro Flask because it recognized the need to provide its members with a durable, attractive, and high-performing container to store food and liquids. NSP is proud to have a limited, 75<sup>th</sup> anniversary edition of the 21-ounce bottle in its catalog, as well as the 18-ounce wide mouth and 64-ounce growler."

The National Ski Patrol's 75<sup>th</sup> Anniversary Celebration kicks off in Denver, CO January 31<sup>st</sup>. Events include ski days at Winter Park, National Day at Ski Cooper, a ribbon cutting event at the SIA Snow Show, a historical exhibit at the SIA Snow Show, and a gala at Grand Hyatt Denver.



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### **About Hydro Flask**

Hydro Flask® began in the summer of 2009 with an epiphany on a Hawaiian beach, and became a reality in beautiful Bend, Oregon, one of the country's premiere outdoor playgrounds. The company's mission today is to save the world from lukewarm beverages.

Hydro Flask is now the award-winning\* leader in high-performance, insulated stainless steel flasks and has recently expanded into the food and beverage industry with its food flasks and industry-first and only double wall vacuum insulated 64oz growlers. Using only high-quality 18/8 stainless steel, Hydro Flask delivers what people on the go have been looking for: a durable flask that keeps hots hot, colds cold, is stylish, 100% recyclable and is backed by a lifetime warranty.

Hydro Flask believes that great flasks and great causes go hand in hand, and through its charitable arm, FivePercentBack.org™, offers a giveback program that allows consumers to allocate a portion of their flask sales to a charity they choose. For more about Hydro Flask's charitable mission and commitment to making a difference in the community, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).

\* Hydro Flask's 64oz double wall, vacuum insulated growler was awarded "Best in Show" by the Gear Institute at *Outdoor Retailer Winter Market 2013*.

\* Hydro Flask won *PGA Merchandise Show* "2012 Product of the Year"

*Note to Reporters: For high-resolution images of Hydro Flask products, please visit our online media library at: <http://www.hydroflask.com/media/download/hydro-flask-download-page.html>.*

CONTACT: Hydro Flask  
[www.hydroflask.com](http://www.hydroflask.com)  
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### **About National Ski Patrol**

Today, the nonprofit National Ski Patrol still adheres to the creed of "Service and Safety" established more than 70 years ago. As the leading authority of on-mountain safety, the NSP is dedicated to serving the public and outdoor recreation industry by providing education and accreditation to emergency care and safety service providers. The organization is made up of more than 28,000 members serving over 650 patrols, including alpine, Nordic, and auxiliary patrollers. Our members work on behalf of local ski and snowboard areas to improve the overall experience for outdoor recreationalists.

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