



FOR IMMEDIATE RELEASE

World Cup Supply, Ski Racing Development and HALTI USA Present the 2010 "Fast Skier" Junior Alpine Scholarship Fund

FAIRLEE, VT., February 7, 2010

World Cup Supply, Ski Racing Development and HALTI USA are pleased to announce the second year of the "Fast Skier" Junior Alpine Scholarship Fund. The purpose of the fund is to provide monetary assistance to a deserving junior alpine ski racer. \$1,000 will be awarded to the USSA J3 athlete who exhibits the personal characteristics required for success both on and off the hill.

"The response to the scholarship last year was fantastic", commented Brad Williams of World Cup Supply, Inc. So much so that we were a bit overwhelmed with applications that arrived at the 11th hour. Last year's winner; Stephanie Schott of Rowmark was chosen from a pool of close to 200 applicants and is a shining example of the type of athlete and person the scholarship is intended to help."

This year the scholarship will be awarded at the end of April and will again recognize dedication, talent, integrity, and a passion for ski racing. Academic achievement and community involvement will continue to be an important factor in the selection process as well.

"Our goal is to develop our grass-roots support program starting with these highly motivated young athletes as they progress towards the US Ski team and possible Collegiate, World Cup and Olympic level competition." notes Barry Levinson of Ski Racing Development.

Interested athletes may find the application by visiting: www.junioralpinescholarship.com The application deadline is March 31, 2010. General questions can be sent to: info@worldcupsupply.com – please write 'Scholarship' in the subject line.

Founded in 1991, World Cup Supply is a respected supplier of ski racing, ski area and event supplies. Located in Fairlee, Vermont the company is the exclusive North American distributor of the SPM line of hill supplies for alpine ski racing and has earned a reputation as an industry leader by providing the highest quality and innovative products, including the original BrushGrip Base in 2007. In addition, WCS is a leader with its strong focus on safety related products for alpine winter sports. Since 2006, Vail, Colorado based Ski Racing Development has presented the latest in Advanced Racing Innovations direct from the Alpine World Cup. Many products are available in North America only through SRD. HALTI USA is the exclusive provider of HALTI high performance gear in the USA and the Official clothing provider for the 2009 Alpine World Championships in Val d'Isere, France and continues to be the exclusive clothing provider to the F.I.S.

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