



FOR MORE INFORMATION:

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2009 BUMPS FOR BOOMERS ® Backgrounder

BUMPS FOR BOOMERS ® Overview

Based in Aspen, Colorado and founded by Joe Nevin, former Apple Executive, BUMPS FOR BOOMERS ® is an innovative and accelerated ski lesson program that teaches intermediate-level Baby Boomer and senior skiers the skills needed to confidently ski powder slopes and moguls. The pioneering coaching method incorporates novel techniques to reduce knee stress and fatigue, as well as skiboard training to help skiers achieve better balance and learn how to maintain speed control. BUMPS FOR BOOMERS enables Boomers to ski for life by facilitating their ability to reach peak performance and extend the longevity of their skiing years.

Why Boomers?

The Baby Boom generation, who made skiing popular in the 1960's and '70s, is the single largest market segment in the U.S. and continues to be a significant demographic for the skiing industry. Boomers are seeking ways to extend their skiing longevity, but have grown averse to the risks that can come with skiing black diamonds and moguls. Boomers who have become cautious of their physical ability and stamina choose to stick to the groomed intermediate runs rather than skiing more challenging slopes for fear of injury. BUMPS FOR BOOMERS offers an alternative approach to the traditional, one-size-fits-all ski programs, offering Boomers not only a program that is customized to suit their needs, but the only mogul and powder skiing program in the United States that is designed by Baby Boomers, for Boomers, and taught by Boomers.

Clinics Offered Through BUMPS FOR BOOMERS ®

Exclusive to Aspen/Snowmass, the [BUMPS FOR BOOMERS ski program](#) is offered for Baby Boomer skiers from November 2009 through April 2010. Boomers can participate in a four-day clinic for \$1,196 per person, or choose to take private lessons for \$699 per day. Private lessons are limited to one or two participants. Cost does not include skis or lift tickets unless a combined clinic and life ticket package is purchased.

Free Online Skiing Tips and Fitness Program

In addition to the ski program, BUMPS FOR BOOMERS offers Boomer ski enthusiasts complimentary [weekly skiing tips](#). For example, one ski tip may explain how it is best to focus on one or two skills per day when trying to improve your overall skiing performance. Choose to work on hand position, your stance, or speed control, but do not work on everything all at once. An [online ski fitness training series](#) is also offered. This online training series contains nine free exercise videos – the basis for your personal exercise plan – with free tips to help you be fit for skiing. The program is organized into three phases which cover a six week duration. Throughout the series learn great ways for skiers to warm up, stretch, and cool down. Also, learn leg strengthening exercises which help to create a strong skiing base and core exercises that will help with skiing stability. The tips and training series were developed by Bill Fabrocini, a world-class Aspen, Colorado physical therapist and personal trainer.

For Information

The official Web site for BUMPS FOR BOOMERS, www.bumpsforboomers.com, can be used to view information on clinics or the complimentary weekly skiing tips and fitness training series. To book a clinic, call (970) 989-2529. For media information and digital images, visit www.bfbpressroom.com.

BUMPS FOR BOOMERS ®, based in Aspen, Colorado and founded by Joe Nevin, a 12-year Apple veteran, is an innovative, accelerated ski lesson program that enables intermediate-level Baby Boomer and senior skiers to ski for life by teaching techniques to confidently ski moguls and powder. BUMPS FOR BOOMERS facilitates Boomers' ability to reach peak performance and extends the longevity of their skiing years. Visit www.bumpsforboomers.com for information on clinics or to view complimentary weekly skiing tips and fitness training series.

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