



Sarah Schleper, Four-Time Olympian and Safety-Focused Mom Joins Kinderlift

Capping an amazing 16-year pro skiing career, Schleper is now a partner, ambassador and user of Kinderlift's ski and snowboard safety vests for kids.

DENVER, April 22, 2013 – Kinderlift announced today that recently retired pro ski racer Sarah Schleper has joined its team as a partner and spokesperson for the company's ski and snowboard safety vests for children. As a mother of a young skier herself, Schleper brings a mother's perspective and a lifetime of ski racing and instruction experience to Kinderlift and the children's ski market.

"I first noticed the Kinderlift vests when my son started skiing in the junior ski school at Vail," recalls Schleper. "I saw firsthand how the vests help the lift attendants and instructors ensure the kids get on the lift safely and securely without grabbing awkwardly at their jackets. And, if the kids fall down in powder, they can reach down and help them up with the vest."

Schleper, a native of Vail, Colo., started skiing when she was two and began racing when she was 11 for Ski Club Vail. She was a fixture on the World Cup tour beginning in 2000 until her retirement in 2011 and is the only female skier to have competed in four Olympics (Nagano, Salt Lake City, Turin and Vancouver).

"It is an honor to be associated with a former professional skier who was one of very few people able to compete at that level for so many years," says Randy Burklund, owner of Kinderlift. "More importantly, Sarah is a well-rounded person who's absolutely devoted to introducing children to the joys of skiing, and ensuring both their safety and fun on slopes."

The brightly colored Kinderlift vests are sturdy, durable and extremely simple to put on and use, with a zipper in the front and a strap in the back that a parent or instructor can easily grab to help kids ages 3-7 onto a chair lift or up off the snow. The vests come in five sizes – XXS, XS, S, M and L – and a variety of colors, including red, lime green, forest green, blue, yellow, orange and tie-dye.

Kinderlift vests are being used at some of the top ski and ride schools in the world, including: Vail, Beaver Creek, Purgatory at Durango Mountain Resort, Sunlight Mountain Resort, and Telluride in Colorado; Deer Valley and Park City in Utah; Mt. Bachelor and Mt. Hood Meadows in Oregon; Squaw Valley, Alpine Meadows, Kirkwood, Northstar and Dodge Ridge in California; Yellowstone Club and Moonlight Basin in Montana; Levi Ski Resort in Finland; and Niseko Base Sports in Japan. The vests are also being used at ski resorts in Canada, New Zealand, Australia, Kazakhstan, Dubai, and Slovakia.

Kinderlift ski and snowboard safety vests are manufactured in Denver and sold worldwide to resorts and are available to parents through the Kinderlift website at www.kinderlift.com and at WinterKids.com, the largest online retailer of winter clothing for kids, also based in Denver.

Kinderlift has been providing safety ski vests to ski schools and families since 1997. The owners of Kinderlift have a passion for skiing and helping small children safely learn to ski and snowboard. For more information and to schedule an interview with Sarah, contact Kinderlift at 303.898.2242, or randy@kinderlift.com or sarah@kinderlift.com. For more information on Sarah's career: <http://alpine.uskiteam.com/athletes/sarah-schleper>

Attachments

Sarah Schleper.jpg: Sarah Schleper, 16-year pro skiing veteran and four-time Olympian, joins Kinderlift.



Sarah with Lasse.jpg: Sarah's last race with son Lasse.

