

## Swenson Joins United States Ski Mountaineering Board

Contributed by The Editors  
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Jackson Hole, WY: The United States Ski Mountaineering Association (USSMA) is pleased to announce the addition of Pete Swenson to the USSMA board of directors. Swenson will become the Competition Director for the USSMA. Swenson is the promoter of the five-race Colorado Ski Mountaineering Cup Series (COSMIC) and was a member of the 2006 United States Ski Mountaineering team that competed at the world Championships in Cuneo, Italy

“We are very excited to have Pete join the board. He has been a part of the sports growth in the U.S. from the beginning and his knowledge and energy will be a big asset to the USSMA and to the sport in general,” stated John Scott, Executive Director of the USSMA.

Swenson was the 2006 U.S. National Champion winning the USSMA sanctioned ski mountaineering seven race series. Swenson also brings experience in marketing, event promotion and team management to the USSMA board. He is the National Sales Manager at Mayfire, (a marketing company based in Boulder, CO), the SkiTrab sales representative for Colorado and the team director for the Tokyo Joe’s Mountain Bike Team.

“There is plenty to do as it is such a new sport in North America. The USSMA can do so much to help grow participation, support event promoters and insure quality events in the U.S. I am excited to be able to contribute!” stated Swenson.

Pete’s focus will be on fund-raising, helping to developing a US National Team and working with event promoters to synchronize a nation calendar and to support the guidelines for race courses and events.

The USSMA is a non-profit organization dedicated to the sport of ski mountaineering and to the safety of those who participate in the sport. The USSMA is committed to financially supporting avalanche education and awareness as well as local avalanche forecasting centers and local search and rescue groups.

For more information go to [www.ussma.org](http://www.ussma.org) or call 800-443-8620