

## Julbo Glen University Session Commences with POW 101 Photo Contest

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The 13-month accelerated program offered through JGUS is designed to discover the next generation of Julbo's semi-professional ski and snowboarding athletes under the mentorship of "Professor" Glen Plake. Registered "scholars" must complete four out of eight online courses. Courses will entail participating in a photo or video contest, writing and submitting an essay, tracking your vert in a weekend and mapping out a ski mountaineer trip and describing the route.

Followers and fellow peers will then be able to vote on contestant entries and give them a grade. Graduation of the top three to five performing students will take place in Julbo's homeland of Chamonix, France in March 2013 with part-time local resident, Plake himself, as the head guide.

"Due to the vast development of outdoor equipment in recent years, a more natural skiing experience has been had accessible to many more people," said Plake. "Now, more than ever before, I have to believe there is a new generation of ski mountaineers developing. We want to give them the opportunities that they may be looking for and deserve."

Plake, an international ambassador for Julbo since 2009, is significantly involved with the product development of the Julbo goggle line, including the special edition Glenak goggle, which he designed with fellow European freerider, Enak Gavaggio. Plake was recently inducted into the U.S. Ski and Snowboard Hall of Fame for all his dedication, passion and contribution to the sport of skiing. The man behind the colorful mohawk is looking forward to sharing his enthusiasm for Julbo and all things skiing to the scholars of JGUS.

"Julbo is an established traditional outdoor brand, with a true mountain culture," said Plake. "The Julbo Glen University Session is an authentic manifestation of Julbo's dedication to sustaining this culture by supporting young talent and the pursuit of their outdoor dreams."

For more information about JGUS and to follow the contest, please "like" Julbo USA's Facebook page or visit Julbo's blog for up-to-date company news, featured products, video, sponsored athletes, and much more.

For additional information on Julbo eyewear, visit Julbo's website or call 800.651.0833.

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