

New Vermont Ski Company to launch February 25th at Middlebury College Snow Bowl

Middlebury, VT Worth Mountain Designs, LLC, a new Vermont company is announcing its official launch of Worth Skis. An independent semi-custom ski company, Worth designs and produces skis for Eastern skiers, by Eastern skiers. Started by three Vermont skiers, Worth is dedicated to serving up specialty backcountry and adventure skis designed with Eastern terrain, conditions and skiers in mind.

"After 15 years in the industry, I knew it was time to bring a specialty product to market that really focuses on Eastern skiers," says Worth co-owner Jason Duquette-Hoffman, "this is our way of honoring the hardy, creative and dedicated athletes that make skiing the East not just a way to keep up a hobby, but a way of life!" Duquette-Hoffman, a resident of Middlebury, and fellow co-owners Adrian Kostrubiak of Norwich and Dalton Harben of Cambridge, met on an internet forum dedicated to skiers. Meeting up to ski the backcountry terrain of the Breadloaf Wilderness in and around the Middlebury College Snow Bowl, the three began to concoct a plan to bring a new kind of company to the marketplace: an independent, "boutique" ski company that focused on designs for eastern skiers, specifically.

"We know Eastern skiers that can measure up against any in the world, and who ski terrain from Mad River Glen to Revelstoke and the big mountain steeps of Alaska. But wherever they go, they bring their Eastern style with them. That's what Worth is about. East Coast skiing is unique, and imparts a style and a method that you just don't find elsewhere," said Duquette-Hoffman. "Worth is here to finally offer those skiers, and people like us who aspire to be like those skiers, an independent choice that is designing products just for us. The East Coast is full of skiers, but there is hardly any eastern representation among independent brands. Most of us who have wanted an independent ski company product have had to make do with skis that are really designed with Western skiers in mind. Well, no more!"

Worth Skis offers semi-custom skis built to order. "It's like having your very own pro-model," says Duquette-Hoffman. "We all know that person who is always tinkering, always convinced that if a company just offered something a little bit different, they might finally get it right. Well, we started this company because 'that guy' is us!" Duquette-Hoffman said. From a selection of shapes, cores, composites and even custom graphics and flex, Worth customers get to specify the construction how they want it.

Worth finished its first production run in early January, and according to Duquette-Hoffman: "the feedback has been great! People are really surprised and stoked by the product." Designed by the owners and produced near Lake Tahoe in the Sierras at a production facility run by a Vermonter, Worth skis are already making waves. "Even though our business model is direct-to-consumer sales, we have already had shops expressing interest in carrying our product, especially once they have had a chance to ride them," said Duquette-Hoffman. "We don't anticipate changing our model anytime soon, but we will be working with a couple shops to help us reach out to our core market and keep us grounded."

Worth will hold its official brand launch at the Middlebury College Snow Bowl from 9am to 3pm on Saturday February 25th during the Middlebury College Winter Carnival, with free demos and some give-aways to celebrate their launch. Says Duquette-Hoffman: "We hope you will come out and join us as we bring Worth to eastern skiers!" You can find out more on the new Worth Skis website at www.worthskis.com or on Facebook at www.facebook.com/worthskisvt, email jason@worthskis.com or call Jason Duquette-Hoffman at (802) 989-1618.

Worth Skis

Worth Mountain Designs, LLC | 58 Otterside Ct. Middlebury, VT 05753 | 802-989-1618 | www.worthskis.com