



## Trade Public Relations

Public relations efforts help heighten awareness of winter sports and our member's products. SIA has developed an extensive public relations program with a main focus of increasing exposure of winter sports products with the end result of increased product sales. The overall public relations program has included several initiatives which foster relationships with large circulation consumer-based media outlets both within the trade and outside the industry. These have included: the Stratton Media event, the New York Summer Snowdown ([click here for more information](#)), press release campaigns, media solicitation programs for attendance at the SIA Show and more. In addition, annual outreach programs were developed to help deliver highlights from SIA's commissioned Model for Success research study examining purchasing and buying behaviors of snow sports consumers. SIA continues to develop innovative programs under the scope of public relations to help promote winter sports and the products. For details, contact Leslie Groves at [lgroves@snowsports.org](mailto:lgroves@snowsports.org).