



MEDIA SERVICES

**ATTN: CCSAA MEMBERS
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FOR IMMEDIATE RELEASE

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CCSAA LAUNCHES NEW PARTNERSHIP PROGRAM

WINCHESTER, NH – CCSAA is pleased to announce the arrival of its new and dynamic partnership program. Major companies and recognized brands from across North America will now have the opportunity to align themselves with our association. CCSAA recently retained the services of The Kempton Group, Inc., a marketing communications firm based in Cincinnati, Ohio that has specialized in sport and event partnership marketing for more than 20 years. TKG will be heading the efforts and selling major partnerships for CCSAA. Mike Dunne of MJ Dunne & Associates will be assisting TKG and will continue working with CCSAA.

So why partnerships? What's in it for you, the members? Partnerships will be a significant source of revenue for our association. Most of the money generated through partnerships will be used to increase consumer awareness of CCSAA, its members, and xcski.org via advertising, promotions, various media outlets and more. The bottom line is that partnerships offer a win-win situation for all parties involved.

TKG recognizes that the CCSAA partnership program's success will boil down to our individual members' willingness and commitment to deliver for our partners. Understand, however, that such commitments will not incur any financial obligations to you, the members. For example, select members will be called upon to incorporate various product placements on their respective properties. (i.e. Jeep, the official 4x4 of CCSAA, would want some of their vehicles on display at various CCSAA member properties and Jeep would incur any costs associated with such displays.)

These partnerships will significantly boost funding for CCSAA while increasing our marketing and advertising budgets. Aligning with Fortune 500 companies and household brand names will bring enhanced credibility to our association as well. By investing partnership revenue into building CCSAA awareness among consumers, all CCSAA members will benefit and profit. In order for that to happen, however, we need you, the members, to embrace our new partnership program with open arms and open minds.

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