

INTERNATIONAL SKI PATROL DAY

FEBRUARY 10, 2024

WHAT IS ISPD

International Ski Patrol Day (ISPD) is an opportunity to celebrate and recognize the extraordinary ski patrollers who keep resorts open, safe and fun for people of all ages and skill levels.

First celebrated in February 2022, Helly Hansen will continue to celebrate ISPD this coming February 2024 –rallying its resorts, partners and ambassadors around the world to show their appreciation for patrollers on the day.

As the brand trusted by professionals, we encourage all resorts, snow sports and outdoor brands to get involved in ISPD too –celebrating ski patrollers via social activation, on-the-day activities or donations.

HELLY HANSEN ISPD ACTIVATIONS

- Regional activations in retail stores and at key resorts
- PR tied to regional activations
- Digital activations –across social media and on our ski patrol [landing page](#)
- E-comm kickback
 - Helly Hansen will donate a percentage of its online sales for a set period to various organizations that support patrollers and safety groups.



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