



## Helly Hansen supports ski patrollers worldwide for International Ski Patrol Day 2022

**OSLO, NORWAY (FEBRUARY 10, 2022)** — On February 10, 2022, global ski and outdoor brand Helly Hansen celebrated ski patrollers around the globe on the first International Ski Patrol Day (ISPD). An opportunity for all mountain-lovers to say thank you to ski patrollers for the work they do to keep mountains and resorts open, safe and fun for all, ISPD brought together professional skiers, enthusiasts, brands and businesses alike to share their gratitude. The day prompted an outpouring of appreciation for patrollers online and across resorts.

Since its founding in 1877, Helly Hansen has long been the brand trusted by professionals – and is proud to represent more than 55,000 professionals, including patrollers at over 200 ski resorts.

“We are incredibly proud of the professionals we support around the globe, so for us ISPD was a great opportunity to say thank you to ski patrollers and to give back to them,” said Michael Uhl, VP Marketing and Brand Partnerships at Helly Hansen. “On the day, we were happy to see many messages of thanks shared by patrollers, resorts and skiers alike – including stories that illustrated the important and sometimes life-saving work patrollers do.”

To say thank you to patrollers, the brand held various activations at partner ski resorts around the world, including: Kvitfjell and Klåppen in Scandinavia, Fernie Alpine in Canada, Deer Valley and Grand Targhee in the US, Mont Blanc Natural Resort in France, Grand Valira in Spain, and Gstaad in Switzerland. From celebratory cake deliveries at resorts, to sharing thank you ‘goodie bags’ with patrollers, ‘day in the life’ stories on social, and get-to-know-a-patroller experiences for customers in retail stores, there were many ways to celebrate.

To further show support, Helly Hansen will also donate 5% of its global online sales from February 10-14, 2022, to various non-profit organizations that support ski patrollers. Proceeds from ISPD 2022 will go to the following organizations: Canadian Ski Patrol, Northwest Avalanche Center (NWAC), Colorado Rapid Avalanche Deployment (C-RAD), Utah Avalanche Center and Mount Washington Avalanche Center (MWAC) in the US, as well as the Finnish Ski Area Association (FSAA), Alpin og Fjell (Norway), Jocke Nybergs Minnesfond (Jocke Nyberg's Memorial Fund, Sweden), and Fédération Internationale des Patrouilles de Ski (FIPS).

To learn more about ski patrollers, what it takes to become part of a patrol, and why some call it the best job in the world, visit <https://www.hellyhansen.com/ski-patrol>. For more snow patrol content, view or download Helly Hansen’s [ISPD guidebook](#).



### **About Helly Hansen**

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world's harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world.

Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit [www.hellyhansen.com](http://www.hellyhansen.com).