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## **Insurance Brokers and Ski Patrol Warn of Skiing and Boarding Dangers**

### *IBAC donates 4,000 safety blankets to Canadian Ski Patrol System*

(OTTAWA) January 31, 2008, In the wake of recent skiing and boarding tragedies, the Canadian Ski Patrol System (CSPS) and the Insurance Brokers Association of Canada (IBAC) would like to advise Canadians to take precautionous when skiing and riding this winter.

“There are many skiing and riding tragedies that can be avoided,” said CSPS National President John Leu. “Canadians need to realize that when they make bad choices on the slopes, they are not just putting their lives at risk needlessly, but also those of their future rescuers.”

The Canadian Ski Patrol System is a national, not-for-profit organization that has been providing safety programs, first aid and rescue services to over 200 ski resorts across Canada for over 65 years. They currently have more than 5,000 highly trained volunteer members whose responsibility is to ensure that the public skis and rides safely.

To assist the CSPS with their goal of keeping Canadians on ski hills safe, IBAC has donated 4,000 magenta blankets to them for use in the delivery of their services.

“The insurance broker blanket represents comfort, warmth, and security; much like the services provided by ski patrollers” said IBAC CEO Dan Danyluk. “Whether it’s an accident in a car or on the ski hill, you need an experienced professional who knows how to take you through the maze of getting back on your feet. Brokers do that every day, as do those who patrol our slopes. It’s a great fit.” added Danyluk.

In wanting to keep Canadians safe while enjoying the slopes, the CSPS strongly advises skiers and snowboarders to adhere to the Alpine Responsibility Code, which states:

- Always stay in control, and be able to stop or avoid other people or objects.
- People ahead of you have the right of way. It is your responsibility to avoid them.

- You must not stop where you obstruct a trail, or are not visible from above.
- Whenever starting downhill or merging into a trail, look uphill and yield to others.
- If you are involved in or witness a collision or accident, you must remain at the scene and identify yourself to the Ski Patrol.
- Always use devices to help prevent runaway equipment.
- Observe all posted signs and warnings.
- Keep off closed trails and out of closed areas.
- You must not use lifts or terrain if your ability is impaired through use of alcohol or drugs.
- You must have sufficient physical dexterity, ability and knowledge to safely load, ride and unload lifts. If in doubt, ask the lift attendant.

Leu said that he and his volunteers have seen many accidents result from skiers and snowboarders choosing not to adhere to this code. He especially would like to warn Canadians to never attempt to go down a closed run or to ski out of bounds.

“Unfortunately,” said Leu, “every year, some people will attempt to ski down a closed run or outside of the parameters of the marked trails at their local resorts—some even at the expense of their life, as we have seen in recent media reports. That’s why we work year-round to educate the public about these dangers and hope that those who are tempted to act recklessly while on the slopes will think twice before doing so.”

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*The Insurance Brokers Association of Canada (IBAC) is the national voice of insurance brokers and an advocate for insurance consumers. IBAC represents their interests to the government of Canada. For more information about IBAC, please visit [www.ibac.ca](http://www.ibac.ca)*

*For more information about the **Canadian Ski Patrol System**, please visit [www.csps.ca](http://www.csps.ca)*

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