



FOR IMMEDIATE RELEASE:

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CASI LAUNCHES NEW QUICKRIDE.CA WEB SITE

Cambridge, Ontario, August 31, 2011:

The Canadian Association of Snowboard Instructors (CASI), Canada's certification and training body for snowboard instruction, has launched a new micro-site, www.QuickRide.ca.

[QuickRide.ca](http://www.QuickRide.ca) is both a resource for Canadian resorts to promote snowboard lessons and a gateway for new Canadian snowboarders to get started. New and experienced snowboarders will find info on learning to ride, tips & tricks for their first day, the right equipment, and what to expect on the slopes. Snowboarders can also connect with their local resort's snow school through a "[Where Can I Learn?](#)" link.

QuickRide is a beginner snowboard teaching methodology developed and used in all CASI Level 1 Instructor certification courses across Canada. QuickRide aims to create successful beginner snowboard lessons, by allowing instructors to tailor the learning process to the student's goals, background, athletic ability, and rate of progress. The primary goal of the QuickRide System is retention – creating lifelong snowboarders.

For additional information, contact:

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The Canadian Association of Snowboard Instructors (CASI) was formed in 1994 and incorporated in 1995. It is the professional snowboard teaching body in Canada, with its Head Office located in Cambridge, Ontario. The aim of CASI is to train and certify snowboard instructors and to ensure that a national standard of safe and efficient snowboard instruction is maintained to serve the Canadian snowboarding public and the ski/snowboarding industry.

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