

MAKING LIFE MORE FUN

This Year, Learn To Snowboard

(NAPS)—Snowboarding is the fastest-growing sport of the twentieth century, according to the National Sporting Goods Association. With more men, women and children hopping on board (both figuratively and literally) each season there's a need for an evolution of the sport—especially when it comes to learning how to ride.

One company has practically revolutionized the experience with a combination of teaching and equipment. Burton Snowboards has joined with the American Association of Snowboard Instructors (AASI) and major resorts around the country to create Learn to Ride (LTR), an innovative learning program designed to minimize falls and accelerate the learning curve so students can link turns in the very first lesson.

One new snowboarder recently said: "From the get-go we were warmly greeted and staff were on hand to answer any preliminary questions the group had. We were introduced to the equipment and the experience by a great pro who drove us to a part of the hill that had been sculptured specifically for beginners. Of the five of us in the group, four were complete snowboard novices and at the end of the two hours, we were all connecting our turns!"

The core of the program is a lot more than just a really good snowboard instructor and small classes. Technology plays a huge part. Working with AASI instructors, Burton has developed LTR products specifically designed to teach students how to ride and achieve the goals of the program. At LTR's foundation are two learner specific snowboards, with integrated, co-developed Step-In bindings and Step-In boots, all designed to work together for con-



Look for this sign at participating mountains.

venience, comfort and performance. In other words, LTR aims to streamline the learning process to get the rider to feel the exhilaration of snowboarding not long after first "stepping in."

A two-snowboard program, LTR features two innovative boards designed to let riders carve as soon as possible. They start with the LTR, an ultra-soft, twin tip board with advanced sidecut and extra long transition zones. This can help riders get used to the feel of linking turns. The soft flex is easy to manipulate and the three degree base bevel edge minimizes edge catch, allowing the novice rider to shift smoothly from toe edge to heel edge along the way to linking those first turns.

Once a rider is linking turns, he or she can move up to the Cruiser, offering directional flex and shape. Deeper side cuts pull riders into natural carve and more torsional stiffness allows the rider to explore more of the mountain. Shorter transition zones mean turns are set up and executed faster. Appropriate for the first year of riding and beyond, Cruiser is available in shops and through rental shops.

Now in its third year, LTR has been a rousing success for both the rider and the mountain. For more information and a list of participating mountains and resorts call: (800) 881-3138 or visit www.methodcenter.com.