



FOR IMMEDIATE RELEASE

**APPLICATIONS NOW BEING ACCEPTED FOR THE 2018-2019
BERLACK/ASTLE MEMORIAL FAST SKIER AWARD**

BRADFORD, VT. November 15, 2018: World Cup Supply, Inc. and 1to3go are pleased to announce the opening of the application period for the 9th Annual Berlack/Astle Memorial Fast Skier Award. This season the application deadline will be April 1st 2019 with the recipients announced in May. We strongly urge all parents, coaches, program directors and academy headmasters to encourage their U16 athletes to apply.

On January 5th, 2015 Ronnie Berlack and Bryce Astle died in an avalanche while free-skiing at the Sölden resort in Austria. The avalanche not only claimed the lives of two extremely talented and promising young ski racers, but cut short the lives of two men who possessed the best of all the qualities necessary to be successful while living life to the fullest. Like most their success was a result of hard work, countless hours of training and a desire to be the fastest guy on the hill on any given day. However, their success was ultimately a product of who they were and not just what they could do on skis. These two were the closest of friends and shared an outlook and attitude that focused on much more than results. Much has been written about these two; their results and prospects for the future. More has been written and said about who they were as people. Ronnie's sense of humor and inclusive personality; Bryce's ability to live in the moment and his ability to put the entire process into perspective stand out.

The most recent Berlack/Astle Awards went to Sugar Bowl Academy athlete Georgie Sullivan and Sugarloaf Mountain Ski Club athlete Luke Kearing. We were proud to recognize their qualities on and off of the hill last year.

As with prior years, the Berlack/Astle Award will recognize dedication, talent, personal integrity and a passion for ski racing. Academic achievement and community involvement remain factors in the selection process as well. Two awards will be offered to a deserving U16 male and female alpine ski racer who exhibit the personal characteristics required for success both on and off the hill. Each will receive a minimum cash prize of \$1,500 and an assortment of 'Swag' donated by our participating sponsors including POC and Nordica.

Interested U16 athletes may find the application by visiting: www.berlackastleaward.com

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Founded in 1991, [World Cup Supply](http://www.worldcupsupply.com) is a leading supplier of ski racing, ski area and event supplies. Located in Bradford, Vermont the company is the exclusive North American distributor of the SPM line of hill supplies for alpine ski racing, resorts and events. www.worldcupsupply.com

1to3go is a consultancy started by Barry Levinson, founder of SYNC Performance and SRD/Ski Racing Development. 1to3go.com provides a variety of marketing and creative services to the ski and outdoor industries.

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