

## PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### **Ski Butternut Instructor chosen as TOP 100 in US by Ski Magazine.**

Great Barrington, Massachusetts: Ski Butternut Instructor, Greg Carlson, a resident of Falls Village, CT was recently recognized as one of the nation's top 100 ski instructors by Ski Magazine. Carlson, a PSIA Level II instructor, has been teaching skiing at Ski Butternut for six years. "Possibly my desire to teach was honed after my Grandfather, a Norwegian native, lent me his two long hickory sticks at the tender age of 13. I learned the hard way and despite humble beginnings stuck with this wonderful sport, and later decided to help others learn in a much less intimidating environment than on 7 foot long planks of hickory", stated Carlson.

Carlson is employed by the Byram Hills School district in Armonk NY as Assistant Superintendent for Business. His passion for skiing led him to become an instructor. Carlson admits that his love for skiing is strong, but he never forced it on his kids. Yet each has aspired for their own reasons to different levels in winter sports. His eldest, Melinda, at 18 years of age is currently attending Saint Joseph College. She has achieved a PSIA Level I instructor status which makes her father understandably proud. His second, Geoffrey, like many his age doesn't ski choosing to snowboard instead. He will be pursuing his level I AASI status this winter at age 16. His youngest, Brandon, a 6<sup>th</sup> grader, is already an advanced skier, skiing for Butternut on its Interclub Race Team. He will likely choose to follow his father and siblings into the snowsports instructional field.

All of his children grew up skiing on the gentle slopes of Ski Butternut under the careful eye and guidance of Einar Aas, Ski Butternut's Ski School Director for 40 years. Ski Butternut's real charm is its consistent quality snow, friendly staff and the real family oriented attitude the mountain displays.

Carlson stated that the instructor who taught him the most is indeed Einar Aas. "Clinic with Einar" - Carlson stated - "and you learned to improve your skiing if you liked it or not." Aas told me "Carlson is one of the most patient instructors I have ever known. He incorporates a very humanistic approach to teaching people to ski."

To request a private with Greg Carlson or any of the 220 professional Ski Butternut instructors you can call 413-528-2000 x 150 between 9 a.m. and 3 p.m.

For more information on Ski Butternut including their incredible special offers or affordable packages like their \$199 season passes or \$15 Lift Ticket specials on Mondays & Tuesdays, call 413-528-2000 or click on their **Rates** link then onto the **WAYS TO SAVE \$\$\$** link on their web site at [www.skibutternut.com](http://www.skibutternut.com).

– 30 –

Attached is a digital picture of Greg Carlson with his youngest son Brandon.