



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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*The young rippers in the developmental ski programs world-wide – whether in the USA, Germany, Austria, Japan, and France (to name a few) – have been doing it for years. Junior races are home to the edgy design and colorful models and now the French Ski Team elite has the same access to Shred.*

## **Shred Partners with Le Pool, the Official Supplier of the French National Ski Team**

Shred made its debut splash over 3 years ago with a pivotal partnership as official supplier of the **US Ski Team** and consequent performance ski race equipment choice for some of the team's most successful athletes (the likes of Ted Ligety, Resi Stiegler, Jake Zemansky, Sarah Schlepper, and even a superstar athlete to remain anonymous painted his sponsor's design on a pair of Shred goggles at the Vancouver Olympics). And now the company is poised to follow the same path with the **French National Ski Team** and its stable of talented athletes.

It has only been since mid June that Shred inked a deal with **Le Pool: Fournisseurs des Equipes de France de Ski** making it eligible for French Ski Team Athletes to sign on with Shred. Since then there has been a fever pitch for athletes to sign on with the hugely popular, game-changing goggle and helmet brand. How many French skiers will ultimately opt to grab their Shreds remains to be seen especially into the season after next, but according to sources keeping it close to the vest, it promises to be a free-for-all, especially amongst the next generation J4 and J5 talent who have shown a feverish desire to use the edgy and colorful style that Shred pioneered. We will release the information as soon as the sponsorships are signed.

Come October at the Soelden Austria World Cup Alpine Ski Opener, the unmistakably colorful and top-notch safety standard Shred goggles and helmets will adorn some of the world's most talented skiers and hottest up-and-coming prospects on the **French Ski Team**. This in turn will create added visibility for our world-wide network of stores and distributors represented in 25 countries.

Will this open the floodgates for other Ski Teams to follow suit and partner with one of the most copied brand around? Time will tell. For now, watch Shred up its game on skiing's biggest stage, the World Cup.

[more]



# SHRED

For high res download press photos of Shred Products, logos and action , go to:

<http://www.shredoptics.com/press/shred-partners-with-the-french-national-ski-team/>

For a list of Shred Optics Distributors and Retailers: <http://www.shredoptics.com/dealers>

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