

# Fran Long

Far West Ski Association

## 2012 Safety Person of the Year

"The Voice of the Western Skier"



Fran Long is the FWSA Safety Person of the Year 2012 award winner sponsored Aspen Skiing Company with lodging provided by The Crestwood Condominiums and The Gant.

Fran's wonderful application reflected a wide range of safety activities especially the program 'Slip, Slop, Slide, Slither With Savvy Snake' promoting sun safety on the slopes while targeting children involved in snow sports.

This ongoing sun safety program consisting of an informational brochure, online quiz, a decal suitable for snow sports equipment, a sunscreen sample and banners has been promoted to thousands of people at a wide variety of venues including ski shows in Santa Clara, San Diego, Los Angeles, and Sacramento; ski areas in the Tahoe/Mammoth region; club & council events; and articles/press releases.