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CHANGING OF THE GUARD

FOR IMMEDIATE RELEASE

The British Columbia Snowboard Association (BCSA) is pleased to announce the addition of Adam Higgins (Whistler BC) to the coaching staff of the BC Provincial Halfpipe (HP) Team. Higgins comes from the recent position of Head Halfpipe Coach to the Calgary Snowboard Club, where he has spent the previous three years.

"I'm excited that Adam is joining our staff" Andrew George, BCSA Athlete Program Director comments. "Adam has a strong vision of Canadian competitive snowboarding and I believe that his coaching philosophy matches the mission of BC Snowboard. I look forward to seeing Adam take hold of this position and help lead the team and its athletes through the next chapter".

In addition to Higgins' experience working as a Halfpipe Coach, he has an extensive background in Kinesiology gained from an honors degree specializing in Exercise Physiology and Biomechanics from Lakehead University, Ontario.

Executive Director of BCSA, Cathy Astofooroff notes that "We welcome Adam to BC Snowboard and our coaching staff. We feel he will compliment our program very well".

When asked about his new position, Higgins states, "I believe that the BCSA program is a leader in competitive snowboarding. I am really excited to be part of the team and am looking forward to my first season with the athletes".

Currently there are thirteen athletes on the Provincial HP Team. The athletes compete in FIS events ranging from BCSA Provincial Events to International World Cups. The team trains in three areas in the province including Big White, Whistler and Cypress Mountain.

The British Columbia Snowboard Association (BCSA) is a non-profit sport organization, which is the governing body of snowboarding with in the Province. The BCSA is an organization that brings youth into a safe and supported environment while competing in a sport they love. Up and coming National Team riders and future pro athletes are bred through the BCSA and its programs.

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