**Adventure, fun and safety with the ski instructors**

**AT SCHOOL WITH THE SNOW PROFESSIONALS**

**Skiing is everything: sport, fun, passion, nature. When a beginner, or when perfecting one’s style, as a child – starting at age 4 – or as an adult, the best thing is to turn to a professional instructor. Take advantage of the “Free Ski Day”, on December 17th, when free group lessons in downhill and cross-country skiing and in snowboarding are on offer!**

**For beginners of all ages**

Some start when they are kids, immediately learning to stand up in their skis and come down in balance, and others sometimes hesitantly start when they are all grown up. The result, however, is always the same: fun and thrills are guaranteed. Some of the merit also goes to the ski instructors who skilfully transmit their passion for this sport. There are over 2,500 professional ski instructors on the slopes in Trentino each year, patiently and carefully guiding apprentice skiers, as well as advanced ones, coming from all over the world, and guaranteeing safety. This is a veritable “small army” that includes 2122 downhill instructors, 169 cross-country instructors and 400 snowboard instructors, for a total of 2,557 professionals belonging to the 46 ski schools distributed throughout the province.

Key to their success is their relationship with their pupils and with the territory, that is not only the wonderful frame for a day on skis but the actual star of the show – gliding over the snow, surrounded by the Dolomite peaks and by snow-clad fir forests offers a special perspective on one of the Alp’s most beautiful natural landscapes. The “snow professionals”, especially for beginners, but also for already expert skiers seeking improvement, are essential figures who can ‘explain’ the runs, choosing them in accordance with the pupil’s level of preparation, and suggesting the best strategies for tackling the various types of snow and of weather conditions. This job has recently evolved, in step with the changes that have affected materials and runs and with the emerging trends.

**Certified quality for ski schools**

There are many reasons why skiing is good for children aged from 3-4 years onwards: they learn to come into contact with nature, to develop physical coordination and to build their trust in their own resources. But most of all, they have fun! And after a day of descents, with a warm cup of tea and a cookie or some hot chocolate in one of the many kinderheims, it’s nice to talk about their thrilling moments on the slopes. From this point of view, Trentino is super-organised, to the point where many ski schools are specialised in teaching children to ski and can boast the “Quality Brand” assigned in the gold version to 18 schools. One of the requirements for obtaining the recognition is to offer a dedicated “first steps” school ski area and ascent aids such as low-profile ski lifts and conveyor ski lifts.

**“Free Ski Day” on December 17th**

Children aged 4 and older, young boys and girls, adults, beginners or expert skiers willing to improve their technique: the “Free Ski Day” is dedicated to everyone. On December 17th on all of Trentino’s ski runs, the instructors will offer free lessons in downhill and cross-country skiing and in snowboarding. Ski equipment rental is also for free.

(L. Io.)

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