



**MOUNTAIN KHAKIS® AWARDS
NORTH AMERICAN SNOWSPORTS JOURNALISTS ASSOCIATION
2014 WINNERS**

(Jackson Hole, WY – December 5, 2014) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, and the North American Snowsports Journalists Association ([NASJA](#)) are honoring five member journalists with its annual Harold S. Hirsch Awards for Excellence in Snowsports Journalism.

The awards are sponsored by Mountain Khakis and will be officially presented at NASJA's 2015 Annual Meeting to be held Feb 7-11 in Quebec City during Winter Carnival.

There are four categories for which winners were announced: Features, Blog, Columns and Video. The winners include Cindy Hirschfeld, Dan Egan, Kristen Lummis, Troy Hawks, and Jason Dodge.

Cindy Hirschfeld won the Hirsch Award in the Features category.

Cindy Hirschfeld lives in Colorado and is editor-in-chief of *Aspen Magazine* and a freelance contributor to the *New York Times*.

Of Hirschfeld's three feature article submissions, one judge writes: "Her stories on heli-skiing in Alaska, Peak 6 Breckenridge and family skiing at Squaw were not only extremely easy and enjoyable reading, but accessible to a wide variety of readers. I love her colorful, lively writing style and easy conversational tone. First person experiences are to me the essence of what good travel and ski writing should be."

Lori Knowles, a ski columnist for the travel section of the Toronto Sun, and managing editor of Snow Magazine, received an Honorable Mention in the Features category.

Dan Egan and MK Ambassador, Kristen Lummis tied for a Hirsch Award in the Blog Category.

Dan Egan is a New Hampshire-based producer of national and cable syndicated programs with 25 years in the action sports industry.

One judge wrote of Egan's work: "Dan has a solid writing style...and managed to utilize the blog format to provide an intimate glimpse into the lives of an Olympic athlete and the Olympic volunteers and how they're shaping modern Russia."

Meanwhile, Kristen Lummis might be better known as Brave Ski Mom, a moniker she created four years ago when she launched her blog that focuses on getting families out and about and skiing. She also writes for Club Colorado – The Official Blog of Colorado Ski Country, Liftoptia.com, Women's Adventure Magazine, MTN Magazine, among several other outlets.

As one judge wrote: "Brave Ski Mom blog is the best of the bunch, due to its clear, informative writing, professional presentation, and a balanced combination of both well-researched facts and personal opinion...the blog has a clear main focus of a skiing mom, with additional side-areas of information to cover additional topics."

Marty Basch, a six-time Hirsch Award winner and syndicated columnist, author, and contributor to a variety of publications and websites, received an Honorable Mention in the Blogs category.

Troy Hawks won the Hirsch Award in the Columns Category

Troy Hawks, a freelance writer and PR, communications, and content consultant based in Colorado, won the Hirsch Award in the Columns category. Hawks contributes to *Ski Patrol* magazine, , Club Colorado – The Official Blog of Colorado Ski Country, Liftopia.com, *Ski Area Management*, SnoCountry.com, and other outlets nationally.

One judge wrote of Hawks' work: "These were columns in a true sense of the word. They gave a personal point of view and provided readers with diverse snow sport topics, not just skiing."

Iseult Devlin, a skiing columnist for the Bergen Record and author of *Winter Sports for Women*, received an Honorable Mention in the Columns category.

Jason Dodge won the Hirsch Award in the Video Category

Jason Dodge, founder and editor of MiSkiReport.com, a website highlighting skiing and riding in Michigan, won the Hirsch Award in the Video category.

One Judge described this winning videographer as "having a very polished video story style that makes good use of music, interviews and superb cinematography...Excellent interviews which keeps the viewer interested."

Gerald Pallor, producer of RadXSports, a TV show covering year-round extreme action sports, received an honorable mention in the Video category.

Samples of articles from each of those recognized at posted under the Awards menu at www.NASJA.org.

About The Harold S. Hirsch Awards

Open to NASJA press members, Hirsch award recognize creativity and excellence in editorial and artistic content in both traditional and web-based journalism in the categories of features, columns, blogs, photography, and video. Judging is conducted by a panel of judges with the highest credentials in the fields of journalism, writing, education, snowsports and photography. The Awards are created to promote professionalism in winter sports coverage. Find more information online at www.NASJA.org.

About Mountain Khakis®

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, Mountain Khakis quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The Mountain Khakis brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life. MountainKhakis.com

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