

Jordan-Reily Nomination

JEREMY JONES

Nominated by:
Randy Lew
Mike Sanford

Years of Service: **2013–2015**

Jeremy Jones, 39, the Founder and CEO of Protect Our Winters has been a professional snowboarder for over 20 years and is widely regarded as one of the best big mountain snowboarders in the world. Ten times voted “Big Mountain Rider of the Year” by Snowboarder Magazine he has starred in over twenty snowboard films worldwide. In 2013, Jeremy was nominated by National Geographic as an “Adventurer Of The Year” and a “Champion Of Change” by President Obama for his work fighting climate change with Protect Our Winters.

Protect Our Winters (POW) was started in 2007 by pro snowboarder Jeremy Jones who witnessed first-hand the impact of climate change on our mountains.

After having been turned away from areas that had once been ride-able and seeing resorts closed due to lack of snow, Jeremy saw a gap between the winter sports community and the action being taken by us all to address the problem.

Snow-based recreation in the United States is estimated to contribute \$67 billion annually to the US economy and supports over 900,000 jobs. So when we look at the cost of inaction, it’s serious business.

They represent the global snow sports community – there are 23 million of us in the US alone. Clearly, it’s time for us all to step up and take responsibility to save a season that fuels our passions but is also the foundation for our livelihoods, our jobs and the economic vitality of our mountain regions.

Protect Our Winters is the environmental center point of the global winter sports community, united towards a common goal of reducing climate change’s effects on our sports and local economies.

POW was founded on the idea that the collective power of the winter sports community is massive, and if we can all work together, the end result can be revolutionary. Together We Can Protect Our Winters.

POW’s mission is to engage and mobilize the winter sports community to lead the fight against climate change. Its focus is on educational initiatives, advocacy and the support of community-based projects.

