



COMPASSION ASPEN

Moving Mountains, Opening Hearts, Changing Lives

COMPARISON A SPLIN



What if your ski jacket
had a silver lining?

And its purchase helped others
without costing you a cent?

*Friedl Pfeifer's classic 1946 GS turn
epitomizes that sense of exhilaration
only found in the mountains.*





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A Revolutionary Partnership

Buying skiwear is an investment in quality, comfort, and a lifestyle that vibrantly embraces the mountains. Denali and Compassion Aspen believe it also can be an investment in something more — the chance to help others. Fifty percent of the profit from each Denali product goes directly to nonprofit Compassion Aspen to fund projects that improve the lives of people with disabilities. It's skiwear with a true silver lining. Because we all deserve the chance for an adventurous life.



The Face of Disability

Disabilities in the United States are ubiquitous. Look around and perhaps you'll notice a veteran in a wheel chair or a young adult with cerebral palsy. You may see disability in the autistic child overwhelmed by a trip to the grocery store or the boy with a speech impediment in the local school. You might even begin to wonder, how can I help?

Compassion Aspen:

MOVING MOUNTAINS, OPENING HEARTS, CHANGING LIVES

In 2007 Colorado local Lorianne Henry wondered just that — how she could make a difference. The result was Compassion Aspen, a philanthropic nonprofit dedicated to funding programs that provide direct access to services and treatments for people with disabilities. Whether supporting an organization that teaches a disabled adult to monoski or subsidizing a program capable of alleviating symptoms of autism, Compassion Aspen's simple guiding principal is to help those with disabilities lead a richer life today.



Compassion Fashion

It's fashionable for clothing companies to donate a small percentage of their profits to causes like the environment or cancer research, but what if you could buy outerwear from a company that really gave back?

North America's highest peak is called Denali, or "Great One." We honor that namesake every day by creating exceptional outerwear and then donating 50% of the profit to philanthropic foundation Compassion Aspen to improve the lives of people with disabilities.





Denali debuted its jackets at the 2007 FIS Birds of Prey downhill races.



The highest peak in North America, Denali at 20,320 feet, is our symbol of power and grace.



Denali

Denali outerwear is one of a kind, and it's not just because we're named after the tallest peak in North America. We paired this towering symbol of power and grace with that sense of exhilaration only found in the mountains to create the first philanthropic ski and outerwear brand in the world.

It's a tall order, and each piece is meticulously crafted for functionality, comfort and durability using the latest features and fabrics. From soft shells for a day on the slopes to technical ski jackets for more rugged mountain outings to warm, stylish garb for après-ski, Denali's new outerwear offers something for everyone. And each time you see that silver lining, you'll know you made a difference.

Each Denali jacket integrates the spirit and essential elements of a mountain lifestyle into every seam and stitch.



COMPASSION ASPEN BENEFICIARY:

Challenge Aspen

Challenge Aspen is a leader in providing recreational opportunities for people with disabilities. This volunteer and donor-based nonprofit organization in Snowmass, Colorado, is dedicated to providing recreational, cultural, and competitive experiences for individuals who have cognitive or physical disabilities. To date, Compassion Aspen has donated nearly \$50,000 in cash and Denali apparel to support Challenge Aspen events. For more information, visit challengeaspen.com.





COMPASSION ASPEN FUTURE BENEFICIARY:

Brain Research Lab

Compassion Aspen intends to support a pilot study at the Brain Research Laboratories, Department of Psychiatry, NYU School of Medicine. This study will apply advanced functional imaging methods to help select optimal treatment for a small number of autistic children and use such methods to guide treatment toward the goal of moving functional brain activity toward that which is normally expected.

How to Give:

COMPASSION ASPEN

While Compassion Aspen's donations are partially funded from the sales of Denali outerwear products, the foundation also relies on the generous contributions of donors. Please join with our efforts to move mountains, open hearts, and change the lives of people with disabilities today.

For more information on how you can be a part of Compassion Aspen, please contact Lorianne Henry at Lorianne@compassionaspen.com or 877.955.1533 or visit compassionaspen.com.

Compassion Aspen invests in a better quality of life for those who many not have felt the elation that comes from a perfect day on the slopes.





