



FOR IMMEDIATE RELEASE

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SAFE DESCENTS OFFERS SKI AND SNOWBOARD INSURANCE TO PREVENT EXPENSES FROM SNOWBALLING

Skier and Snowboarder Coverage Now Available in United States

RALEIGH, NC – Safe Descents Inc., today announced the launch of a skiing and snowboarding rescue and evacuation insurance for the residents of 46 jurisdictions in the United States. IN, MA, NY, TX, and VA are pending approval.

The insurance provides coverage for the transportation costs associated with accidental injuries sustained while riding a lift, skiing, snowboarding, or participating in a ski or snowboard school while at a resort.

“In Europe, skiers have the ability to buy evacuation insurance when they purchase a lift ticket. But, this coverage didn’t exist in the United States until Safe Descents partnered with Starr Insurance Companies as a general agent for their newly created policy to provide insurance protection for families in the U.S. against costly evacuation expenses such as air ambulance flights,” said Mason Weems, president for Safe Descents Inc.

Safe Descents’ rescue and evacuation insurance allows skiers and snowboarders to enjoy their time on the mountain while providing insurance protection for unexpected expenses that traditional insurance policies may not cover. Policies offering up to \$25,000 in coverage can be purchased on a daily or seasonal basis in most states.

The insurance features, but is not limited to the following benefits¹:

- **Field Rescue** – reimbursement for certain expenses associated with necessary transportation from a place of injury to the nearest hospital or medical facility (e.g., expenses incurred from aircraft, helicopters, snowmobiles and dogs)
- **Emergency Medical Evacuation** – payment for certain expenses associated with necessary transportation via air or land ambulance or commercial airline carrier to the nearest hospital or medical facility
- **Medical Repatriation** – payment for transportation to a hospital or medical facility close

¹ This is an abbreviated description of the coverage(s) available under policy series LT-050. The policy will contain reductions, limitations, exclusions, and termination provisions. Full details of the coverage are contained in the policy. If there are any conflicts or discrepancies between this document and the policy or if any point is not covered in this document, the terms and conditions of the policy shall govern. Not all coverages are available in all jurisdictions. The amount of benefits provided depends upon the plan selected. Premium will vary with the amount of benefits selected. For costs and complete details of the coverages please visit www.safedescents.com.

- to the injured skier or snowboarder's primary residence capable of providing continued, appropriate treatment
- **Companion Travel** – the cost of a medical escort to accompany the injured skier or snowboarder, or their children, back to their home in the event that they are unable to travel alone

"I'm glad to have the opportunity to purchase Safe Descents coverage for my entire family for the upcoming ski season," said Lisa Buckton, a Safe Descents customer. "The policy is like wearing a helmet – I hope my family won't fall and need it, but I'm comforted knowing it's there just in case."

For more information on Safe Descents' evacuation insurance and special offers for resorts, please visit www.safedescents.com.

About Safe Descents

Safe Descents Inc. is the only distributor of rescue and evacuation insurance that is exclusively built for skiers and snowboarders by skiers and snowboarders. Insurance through Safe Descents covers costly unforeseen medical transportation expenses that outdoor enthusiast and their families could unexpectedly incur. Safe Descents focuses on providing world-class service to our customers in their time of need. For more information, visit www.safedescents.com.

Safe Descents Inc., a North Carolina-domiciled corporation located at 3201 Edwards Mill Rd. Suite 212 Raleigh, NC 27612 is authorized to sell insurance in 46 jurisdictions in the United States. Approval is pending in IN, MA, NY and VA. Check www.safedescents.com for state approval updates. The insurance described herein is underwritten by Starr Indemnity & Liability Company, a Texas-domiciled corporation (NAIC Company Code: 38318; TX license number: 93542) with its principal place of business at 399 Park Avenue, 2nd Floor, New York, NY 10022. Starr Indemnity & Liability Company is currently authorized to do business in all states, the District of Columbia and Puerto Rico.