

Calendar celebrates strong mountain women



Female patrollers at Squaw Valley are featured in a 2017 calendar. Photo/Keoki Flagg

By Benjamin Spillman, Reno Gazette-Journal

The ski and snowboard industry has had more than its fair share of face plants when it comes to depicting women.

Whether it is ads with women as worse skiers than men or apparel and gear makers who push inferior products on female customers just about anyone with open eyes and a functioning brain can come up with their own example.

The good news is that in recent years there are signs the pushback against sexist depictions of women in the mountains is gaining steam.

And if a newly released calendar featuring female ski patrollers is any indication the momentum will continue in

2017.

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