



For Immediate Release
January 10, 2011

Planning a Winter Sports Vacation?
USTiA's TRIP Advises How to Avoid Frostbite & Hypothermia

- Can you get hypothermia in 40 degree weather?
- What are the signs of hypothermia?
- What fabric should you avoid in the cold?
- What do you need for a winter survival kit in your car?

If you're traveling to a winter sports or ski area, cold weather and storms can turn the best vacation into a health crisis. Knowing how to prevent frostbite and hypothermia, and what to do in case your rental car breaks down in the snow can make all the difference.

Pack extra clothing and sufficient water to help stave off hypothermia and frost bite. A brightly-colored cloth tied to a car antenna or nearby tree can help signal for emergencies. And, wearing wool or polypropylene can help you stay warm and avoid chills. For more tips on preventing hypothermia and frostbite, as well as safety advice on winter car travel and more, visit trip.ustia.org.

Developed by the [US Travel Insurance Association](http://ustia.org), TRIP is designed to provide helpful information for anyone planning a trip. The TRIP acronym stands for "Travel Responsibly, Informed and Protected." With a motto of, "Empowering you to travel safely," the site offers useful articles, tips and links on various aspects of staying healthy, safe, and secure while traveling.

For more information on travel insurance and a listing of USTiA members, visit ustia.org.

About USTiA

USTiA promotes fairness, integrity, and a commitment to excellence in the travel insurance industry. With a mission to educate the public on travel insurance while maintaining high industry standards, USTiA is a non-profit association of insurance carriers and allied businesses involved in the development, administration and marketing of travel insurance and assistance. Travel insurance and assistance services are available from travel agencies, airlines, tour operators, hotels and resorts, and insurance brokers, as well as through the Internet.