

last run



jason moore

Born to ski: In the Summer of Love, May 19, 1969 (age 25).

Sea 'n' ski: Grew up surfing in Santa Barbara, Calif. At age 11, moved to Mammoth, Calif.

Went Hollywood, part I: Moved there last year.

Went Hollywood, part II: Featured in Greg Stump's recent film, *P-Tex, Lies & Duct Tape*, skiing to Seal in La Grave, France.

Striking up the brand: Currently doing R&D for Brand F, a new line of street, surf and skiwear. Means he has to surf and ski as much as possible.

Don't call me 'Extreme': "I don't like the phrase 'extreme skier.' I hate the whole image of extreme skiing and extreme competitions—guys like me go off-piste to get away from all that."

Moore soul: "I try to get people—especially kids—stoked on skiing. Snowboarding has such a radical image now—that's what a lot of kids want to do. But I want to show them that skiing is cool, too."

In the beginning: "The first time I skied was at Badger Pass, Calif., when I was 5. I remember wearing holes in my gloves from holding onto the rope-tow—and making a lot of high-speed wedge turns."

The good: "Easter Sunday, 1991, at Mammoth. It was a huge, epic powder day. We were flying off a jump called 'Diving Board,' getting 50 to 60 feet of air, and laughing, all day long."

The bad: "An early-spring day, 1992. I was skiing a great line through some rad bumps when this ski patrolman slid backward into my line. I did a check turn on his skis and he pulled my pass for a week—the best powder week of the season."

And the gnarly: "My all-time favorite run is at St. Anton, Austria, and I don't even know its name. You ski about 100 yards of vertical, then cut over to another chute for 100 more yards of vertical, then to another and so on. It goes on forever."

The smell of success: "About four years ago, I had this pair of real thin, real nice ski socks. I wore them the whole season without washing them—they were like my good-luck charm."

The smell of fear: "When I was about 14, I fell into a tree well in like 4 feet of powder. I was upside down and trapped for at least 10 minutes. I finally weaseled my way out, but it really scared me. It opened my eyes to how dangerous skiing can be. You have to be careful all the time and respect the mountains."

Still turning, still learning: "I learn something from every skier I meet. I'm inspired by everyone."

—Reade Bailey