

28th Annual Boston Globe Ski & Snowboard Expo Nov. 19-22

BEWI Productions

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OLYMPIC SKIER INVITES EXPO VISITORS TO TAKE THE FITNESS CHALLENGE

Two-time Olympic skier Doug Lewis will help skiers and snowboarders to get ready for the ski season. Lewis, himself a professional coach and fitness trainer, invites skiers and boarders to join him on the Eliteam Fitness Challenge course at the Boston Globe Ski & Snowboard Expo, Nov. 19-22, at Bayside Expo Center.

Says Lewis, "Fitness is important to maximizing enjoyment on the slopes, but I intend to show Expo visitors that getting fit can be fun. With specific workouts, a training manual, and our unique fitness fun course at the Expo, snowsliders will take home an effective program to get them ready for the slopes this winter."

The ELITEAM Fitness Challenge area at the Expo guides participants through a brief workout that includes an obstacle course, jumps and sit-ups. The Challenge lets them see how they compare to U.S. Ski Team heroes, part of the Salute to the Olympians theme at this year's Expo.

The training manual outlines the Challenge workout protocol while emphasizing the importance of physical fitness, sports psychology and nutrition for the young skier and rider. It includes an Athlete Profile where the participants will fill in their scores after taken on the Eliteam Fitness Challenge.

The Challenge course was a huge hit with youngsters last year, with hundreds of kids racing through the obstacles in all manner of fun. But Lewis emphasizes that all ages are welcome. Everyone who stops by can pick up helpful material on ski and ride specific workouts plus sign up for a chance to win raffle prizes.

Lewis recalls, "We had an incredible turnout last year in Boston. We were packed the entire time the show was open. I did more bunny hops in four days than I have ever done in my life! This year we will step it up with more U.S. Ski Team athlete comparisons and a suped-up obstacle course. Although the kids mobbed the area, we also found that the adults/Parents wanted to try."

Olympian Lewis, a World Championship downhill bronze medalist, will be the on-site announcer at all alpine skiing events at the 2010 Winter Olympics in British Columbia in February. He and his wife Kelley, also a World-Class ski racer, will be the lead coaches and mentors during the Expo event. They run ELITEAM Conditioning camps for young ski racers. They will educate and motivate all who visit the ELITEAM Challenge area.

The Boston Globe Ski and Snowsports Expo, presented by Subaru of New England, will be held Nov. 19-22 at the Bayside Expo Center. Show hours are 4 – 10 p.m. on Thurs. and Friday, Nov. 19, and 20, 10 a.m.-8 p.m. on Sat., Nov. 21, and 10 a.m. to 6 p.m. on Sun., Nov. 22. Admission is \$12, with kids under 12 FREE. Pre-buy reduced price \$9 tickets at www.skisnowboardexpo.com or download a \$2 discount coupon at www.OnTheSnow.com. Get \$2 off coupons in the Boston Globe. For more savings, deals and schedule updates, follow the expo on Twitter@SkiSnowExpo or become a fan on Facebook page www.facebook.com/SkiSnowboardExpos.

(MEDIA NOTE: The Challenge is a great visual and interview opportunity. Both Doug & Kelley are professional TV commentators and are very comfortable in front of cameras, talking about their work and Doug's personal Olympic experiences, as well as demonstrating some of their unique fitness program components. Photos are available of Doug guiding youngsters through the course at Expo 2008 and of Doug and Kelley in studio and on the slopes. Please contact Kathe Dillmann at KADI Communications to arrange pre-Expo or on-site interviews, at 802-362-1667 or via email at kadicom@comcast.net.)