

## **FACT SHEET**

# **28<sup>th</sup> Annual Boston Globe Ski & Snowboard Expo Nov. 19-22**

BEWI Productions

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## **SKI SEASON KICKS OFF WITH GREAT DEALS AT BOSTON SKI & SNOWBOARD EXPO**

**WHAT:** The 28th annual Boston Globe Ski and Snowboard Expo, presented by Subaru of New England, gets the juices flowing for wintersports fun and celebrates America's proud heritage of Winter Olympic heroes. Set for Nov. 19-22 at Bayside Expo Center, the Expo focuses on Olympic glory while providing skiers and snowboarders a huge economic boost just as the 2009-10 ski season gets underway. The annual Ski and Snowboard Expo encompasses all that makes skiing and riding enthusiasts passionate about their sports. Ski Market stores roll out the region's most impressive ski and snowboard sale in the Expo hall, and resorts around the globe offer their best pre-season savings on winter vacation packages, lift tickets and season passes. Live acts, interactive exhibits and ongoing giveaways provide Expo visitors with non-stop entertainment.

**WHERE:** Bayside Expo Center, Rt. 93, SE Expressway, Exit 15, or the T – Red Line to JFK Library & UMass.

**WHEN:** Thurs.- Fri., Nov. 19 & 20, 4-10 p.m.; Sat., Nov. 21, 10 a.m.-8 p.m., Sun., Nov. 22, 10 a.m.-6 p.m.

**ADMISSION:** \$12, with kids under 12 FREE. Pre-buy reduced price \$9 tickets at [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com) or download a \$2 discount coupon at [www.OnTheSnow.com](http://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](http://www.facebook.com/SkiSnowboardExpos).

### **EXPO HIGHLIGHTS:**

***Olympic Preview & Ski Team Salute, with Olympic Mogul Gold Medalist Donna Weinbrecht***, is a showcase for Olympians in the lead up to the 2010 Winter Olympic Games in February. With the US Ski & Snowboard teams in contention for numerous medal-winning performances in Canada this winter, golden girl Weinbrecht leads this impressive Salute to heroic U.S. athletes past and present.

***The Flying Ace All-Stars*** - This mind-boggling aerial ski and snowboard acrobatic extravaganza features some of the best known names in U.S. Olympic ski team history, including show mastermind **Fuzz Feddersen**. It has high action, high drama, huge audience appeal.

***The Elite Team Fitness Challenge*** arena, **hosted by world championship downhill medalist Doug Lewis**, is an interactive exhibit that puts snow sliders on a training course emphasizing fitness fun for all ages. Lewis demonstrates that keeping fit doesn't have to be a grind. The two-time U.S. Olympian coaches youngsters in fitness, sports psychology and nutrition, elements featured in his Expo presentations. Kids have a ball under Lewis's easy-going tutelage.

***Ski Market's Olympic-sized Mega-Sale*** – No retailer does more to make skiing and riding more affordable when it moves its giant showroom of equipment, clothing and accessories into the Expo hall. It features merchandise at blowout prices plus staff expertise in putting the customer in the right equipment to make wintersports more comfortable, warmer and safer.

***Race to Resort Savings*** at dozens of ski resorts on hand with show-only offers on lift tickets, season passes and vacation packages, plus a preview of all that's new at ski resorts around the country and around the world for the 2009-10 ski season. Expo also offers invaluable trip-planning assistance.

***Future Olympians Get Their Start at Expo*** when they join in the fun at the **Stowe Kids Snopark & Learning Center**. This comfortable indoor learning environment gently guides small fry on skis or snowboards, helping parents and children get a start on a lifetime of winter fun and family togetherness.