

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

BEWI Productions

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## **ONE-STOP SHOPPING FOR THIS WINTER'S BARGAINS AT BOSTON GLOBE SKI & SNOWBOARD EXPO**

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. Amidst the dazzle, though, Expo also gives skiers and snowboarders a huge economic boost just as the new ski season gets underway. Set for Nov. 19-22 at Bayside Expo Center, Expo is one-stop shopping for an entire season worth of great bargains.

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 with 20,000 square feet of retail space inside the Expo hall. With up to 70% off on gear, fashion and accessories, smart buyers know Expo is the place for all their wintersports needs. And coming right before Thanksgiving, Expo is also the perfect place to kick off holiday shopping. Professional boot fitters and equipment experts offer help in getting outfitted properly for the slopes this winter.

Resorts across North America offer their best pre-season savings on winter vacation packages, lift tickets and season passes. With show-only specials plus giveaways galore, Expo visitors can cash in on some of the best prices of the winter from resorts close to home, in Quebec and British Columbia, and throughout the American West. The resorts will showcase what's new in programs, facilities and amenities, and their knowledgeable sales reps can put together personalized travel plans on the spot.

The annual wintersports Expo focuses on Olympic glory as it salutes Olympians past, present and future just in time for the 2010 Winter Olympic Games in Vancouver, BC, Canada. Additionally, ongoing stage performances, interactive exhibits and hundreds of product giveaways provide Expo visitors with non-stop entertainment.

With all eyes on the Olympics, Expo eyes will be on Olympic mogul skiing gold medal winner Donna Weinbrecht as she hosts a colorful review of Olympic Games past and present. She'll be joined by other former U.S. Olympians like Doug Lewis, Tommy Moe, Ross Powers, Fuzz Feddersen, and Olympic hopefuls like Austin Cummings. The latter two lead the star-packed Flying Ace All-Stars, an exhilarating aerial trampoline show featuring ski, snowboard and trampoline champs soaring, flipping and twisting to the rafters in the giant Bayside Expo Center.

The Boston Globe Ski & Snowboard Expo is open 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 at the door is \$12, with kids under 12 FREE. Pre-bought tickets are only \$9 through [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com) or a \$2 discount coupon may be downloaded at [www.OnTheSnow.com](http://www.OnTheSnow.com). Get \$2 off coupons in the Boston Globe starting Sunday, Nov. 15. For more savings, deals and schedule updates, tune in to the Expo on Twitter@SkiSnowExpo or become a fan on Facebook page [www.facebook.com/SkiSnowboardExpos](http://www.facebook.com/SkiSnowboardExpos).