

# **Boston Globe Ski & Snowboard Expo Nov. 19-22**

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*(Editor's Note : Special interest stories abound at the Boston Globe Ski & Snowboard Expo. They range from not-for-profit groups that utilize the Expo and New England's ski slopes for special youth programs and for fundraising opportunities. There are programs for hot shots, for youths, for senior skiers, and for disabled athletes. Here are some examples of these one-of-a-kind programs that offer the media unique coverage of winter sports events without making a trek to the slopes to capture these human interest stories. If we can be of assistance in lining up interviews on site or in studio, please contact Kathe Dillmann at the above phone or email.)*

## **BOSTON EXPO HELPS SKIERS, BOARDERS PINCH PENNIES THIS WINTER**

Everyone's pinching pennies these days. But rather than fore go trips to the ski slopes this winter, skiers and snowboarders should head to the Boston Globe Ski & Snowboard Expo, Nov. 19-22 at Bayside Expo Center. Expo exhibitors are offering hundreds of ways to make it to the slopes by saving a lot more than just pennies.

It starts with Ski Market's huge annual on-premise sale. Over 20,000 square feet of retail space is set up inside the Expo hall, and every square foot is a bargain on top brand skis and boards, boots, first-rate winter clothing designed for warmth and style, and literally thousands of "must have" accessories that enhance comfort and safety on the slopes. Savings can be upwards of 75%.

### **A Sampling of deals and steals at annual Boston Globe Ski & Snowboard Expo:**

**ATTITASH, NH** is offering big savings on gift cards exclusively at the Boston Ski & Snowboard Expo. Purchase a \$100 gift card for only \$75 or a \$50 gift card for only \$40.! Buy them as Christmas gifts or for personal use.

**BLACK MT., NH** will have season passes on sale at \$100 off just for Expo, as well as specially discounted ski and stay packages. And for the college crowd, there is a Show-Only College Break Fest Package starting at \$79 that includes slopeside lodging, lift ticket, meals, nightly entertainment.

**BOLTON VALLEY, VT** will have a number of show-only specials for lift and lodging., including a kids ski free package for the families and a package featuring a free day of skiing for adults. Stop by to receive a 2-for-1 lift voucher valid all season long.

**THE CANYONS, UT** invites Boston-area skiers and riders to stop by and book a three-or-more day vacation and save 25% on lodging and multi-day lift tickets.

**CHOICE HOTELS OF THE NORTHEAST** will be spinning their prize wheel and giving away overnight packages, lift tickets and lots of handy ski-related prizes along with information about their hotels that have direct connections with local ski areas.

**CRESTED BUTTE , CO** has a mountain of deals to talk about at Expo, including Kids Ski Free Feb. 22 – March 11, 2010, (1 child 12 & under per adult pass purchased) where they have kids-only trails and kids' terrain and jib park. CB is also bringing back its popular Friends & Family Fly Free. Book a vacation for three or more people and every third airline ticket is free. (Some restrictions apply.)

**JACKSON HOLE, WY** lets Expo visitors take a chance on winning pair of Tommy Moe skis. Ski Hall of Famer and Jackson Hole ambassador Tommy Moe, Olympic Gold Medalist, will be signing great-looking posters at various times on Friday, Saturday and Sunday and the resort will be taking sign-ups

for their giveaway of a Dynastar/Lange ski package, just like Tommy skis on. Also check out Jackson Hole's travel incentive program that offers a fourth flight free after three people book their airline tickets for a JH ski vacation.

**KING PINE, NH** will be giving away lift tickets, snowtubing, horse-drawn sleigh rides, season passes and lodging packages every hour on the hour during all four days of Expo. Over \$5,000 in prizes are to be given away. Guests are simply asked to leave their name and contact info and then must come back to the booth on the hour in order to win. All names stay "in the hat" for three hours, giving everyone three chances to win.

**LOON MT., NH** Loon, Sunday River and Sugarloaf will be selling "Frequent Ski Cards" at the Expo only for \$79, \$10 off regular pricing. Card includes one free day of skiing plus savings on lift tickets all season long at all three resorts, a savings of \$25 midweek, \$15 on weekends/holidays.

**NASHOBA, MA**, just minutes from Boston, is joining forces with Expo's big Ski Market sale by offering all who spend over \$150 at the Expo sale to stop by the Nashoba booth with their sales slips for an unlimited season pass at a special rate of \$450. That's a savings of \$150.

**SHAWNEE PEAK, MAINE** will have a Plinko Board on hand. They will be channelling Bob Barker and his beauties in their booth where visitors can win tickets, mugs, posters and other great prizes!

**SKI VERMONT and Boston's PINE STREET Inn** are teaming up at Expo for Warm up To Winter. Ski Vermont will provide a drop box and asks Expo visitors to donate a pair of gloves or mittens to Pine Street Inn, New England's leading resource for homeless people in Greater Boston. Donors will be given a coupon for their choice for discounted skiing at more than a dozen Vermont resorts or for \$10 purchase off Kombi Gore-tex gloves.

**SMUGGLERS' NOTCH, VT** will be offering a show special of 25% off on Vacation Packages!

**STEAMBOAT, CO** will be showing off their t Base Area transformation and the newly designed and expanded Kids' Vacation Center, Ski & Snowboard School Ticket Office, new fine dining and retail outlets and expanded access to Gondola Square. Visit the Steamboat booth to find out how to get FREE lift tickets, with lodging this winter. (package based on three nights lodging booked through Steamboat Central Reservations, some restrictions apply).

**STOWE, VT** has prizes galore, including their coveted t-shirts. They'll be touting their new Meathead Film, 'The Stowked Life,' and more. Expo visitors have gotten spoiled from the cooking demonstrations and food sampling at the Stowe booth in recent years; it's a gastronomic delight. In addition, Stowe hosts their Stowe Kids Snopark & Learning Center, a comfortable indoor learning environment that gently guides small fry on skis or snowboards, helping parents and children get a start on a lifetime of winter fun and family togetherness.

**SUGARLOAF, ME** Guests who book ski and stay vacations at Expo can do so with our special No Risk Reservation Policy – just select your dates, put down a \$50 deposit, and you can cancel your reservation anytime through Dec. 4 with no penalty. This offer will only be available at the show.

**SUN VALLEY, ID** will be raffling off a pair of ski week lift tickets (5 days of skiing) at Expo while showing off their new Roundhouse Gondola that will be open for the start of the 2009-2010 ski season, their 75<sup>th</sup> season! Those planning a western ski trip this winter will want to inquire about Sun Valley's Stay and Ski Free package, where at \$189 double occupancy, skiers will receive a Sun Valley Lodge or Inn hotel room and two lift tickets per day

**TELLURIDE, CO** is extending their big savings on season passes to the Boston Expo audience though it is no longer available online. There's also an opportunity to win a 5 night/4 day ski ticket package to this fine resort.

**WACHUSETT MT., MA** is going green big time. It has become the site of the only mountain-top wind farm in New England as the Princeton Municipal Light Department has erected two towers on the mountain this summer, each with 1.5 mega-watt wind turbines and 135-foot-long blades. The two new turbines will help to reduce energy costs for town residents and are expected to generate up to 40 percent of the power for the town's energy needs. In conjunction with the Massachusetts Bay Transit Authority (MBTA) and the Massachusetts Bay Commuter Rail Company (MBCR), Wachusett Mountain features weekend commuter rail service to the mountain again this winter. Skiers and snowboarders from Boston can take the commuter rail from Boston's North Station to nearby Fitchburg, MA on Saturdays and Sundays throughout the ski season. The ski train fare is only \$7.75 one-way.

**WILDCAT, NH** is bringing its popular Wildcard to Expo, while supplies last. These go fast so make this an early stop on a tour of the Expo hall This mini-season pass offers three days of skiing and riding for the price of 2 (\$130) and no black-out dates. Purchase a Wildcard at the Expo and receive an additional lift ticket voucher valid Sunday thru Friday, non-holiday (while supplies last). That's four days of skiing and riding for the price of two. Also at the Wildcat booth, they will be handing out coupons for \$10 off one adult full-day lift ticket (while supplies last), valid Sunday through Friday, non-holiday for the entire season.

**BACKYARD BOXRAILS** - The Boston Ski and Snowboard Expo is the official launch of BackYard BoxRails. BackYard BoxRails was created for skiers/riders to be able to ride a high quality yet affordable box or rail in their own backyard. Prior to BackYard BoxRails, it was difficult to find a complete kit to be used in backyards, rode like rails at the mountain and was still affordable. That has all changed. With a BackYard BoxRail, sliders can practice tricks when they just can't get to the mountain. Visit [www.backyardboxrails.com](http://www.backyardboxrails.com) for more information.

**COMPETITOR MAGAZINE** covers national, regional and local news on the active lifestyle. Competitor provides information on all facets of the active lifestyle to help athletes and active individuals of all levels meet their personal goals. Each month, Competitor features an array of information: gear reviews, travel guides, community news, a comprehensive monthly calendar of local events, nutrition guides, training advice and more. Stop by their booth at Expo and pick up a copy of the 2009 Holiday Gift Guide featuring a preview of some of this season's "must-haves" for the active lifestyle. At Expo, reps will highlight some of the hottest products along with where to find them in Boston. For more info, visit [www.competitor.com](http://www.competitor.com)

**GIBBON SLACKLINES** claims to have developed the easiest, fastest, and "coolest" way to train and hone one's balance. Similar to tightrope walking, it strengthens and develops many stabilizing muscles in the ankles, knees, hips, while having fun doing it. "Slacklining" is may be the next "it" sport globally.

**NORTH AMERICAN CHARTER SKI (NACS)** will be introducing their new "tech-savvy" ski bus service at Expo. Their e-commerce travel web sites enable booking either online ([nacski.com](http://nacski.com)) or via mobile services ([m.nacski.com](http://m.nacski.com)) 24/7. Their new East Coast services reach resorts throughout New England and New York state. Their Expo specials include an introductory trip offer from Boston to Sunday River, Maine for \$65 including charter bus travel and lift ticket. NACS will also be raffling off some lift tickets to Sunday River, Loon and Waterville Valley, NH, Mt. Snow, Okemo, Stratton and Sugarbush in Vermont.

**CRANMORE, NH** offers its 3-Pak ticket for only \$99 at Expo. That's a savings of \$36 over regular rate, while supplies last. The resort will also be handing out free lift tickets for its Ticket Rollback Day on Friday Dec. 18, 2009 when skiers will be able to ski at 1930s prices: \$3.30. And Cranmore will also be accepting entries to win a ski and stay package with Nordic Village.