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## **BEWI PRODUCTIONS ANNOUNCES 2010 SKI & SNOWBOARD EXPO SCHEDULE FEATURING NEW VENUES, RETAIL SUPPORT AND DATES**

New locations, new retailer partners, plus a shifting of dates mark the 2010 BEWI Ski & Snowboard Expo schedule. Calendar listings will note an earlier ski season kick-off in all three Expo cities, Minneapolis (Oct. 22-24), Denver (Nov. 5-7) and Boston (Nov. 11-14). For schedule details and to get ongoing updates on each of these ski season kick-off extravaganzas, follow the Expo updates on Twitter @SkiSnowExpo, become a Facebook fan at [www.facebook.com/SkiSnowboardExpos](http://www.facebook.com/SkiSnowboardExpos), and visit [www.OnTheSnow.com](http://www.OnTheSnow.com).

Each Expo has its own unique offerings, settings and atmosphere. But they share a number of featured attractions, including thrilling ski/snowboard aerial demonstrations, big screen ski films and Olympian Doug Lewis' fun-filled ELITEAM Fitness Challenge area. There will be ongoing entertainment throughout the Expo area and numerous contests and giveaways, including lift tickets and ski vacations. Olympic and World Cup ski and snowboard champions and other snowsports VIPs annually headline each Expo, signing posters and hobnobbing with Expo visitors.

The Expo's annual appeal begins with bargains galore. From across the region and from more distant destinations, ski resorts, ski retailers and affiliated snowsport enterprises will be showcasing their 2010-11 ski season specials on lift tickets, season passes, learn-to-ski/ride programs, sales on equipment, clothing and accessories. Resort reps and shop experts will be on hand to point out their unique features and highlight what's new for the coming season. Skiers and snowboarders in the know make early plans to attend Expo to get the best buys and be in the know on what's hot on the slopes this season.

Said Expo producer Bernie Weichsel, BEWI Productions, "These regional events ultimately give the public access to the whole world of skiing and snowboarding. From experts to those who are just thinking about trying the slopes for the first time, and for folks of all ages, the Expo 2010 events are a must-visit to get the most out of time on the slopes this winter." Over 100,000 people are expected to attend the three Expos this Fall.

**3<sup>rd</sup> Annual Minnesota Ski & Snowboard Expo, Mall of America, Bloomington**  
**Hours: Oct. 22, 23, 10 a.m.-9 p.m. and Oct. 24, 10 a.m.-7 p.m.**  
**Admission: FREE**

The biggest change for Minnesotans is moving the Expo from its previous Minneapolis downtown location to the Midwest's biggest tourist attraction, the mighty Mall of America. This 500-store fortress also houses a variety of interactive attractions and a multi-screen movie complex. Featured Expo attractions will be staged in the Rotunda and Sears Court areas.

The Minnesota Ski and Snowboard Expo introduces another important first, FREE parking and FREE admission. Expo dates are earlier than previous years, giving Minnesotans great impetus to start planning their upcoming slope activities.

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**19<sup>th</sup> Annual Colorado Ski & Snowboard Expo, Colorado Convention Center, Denver**  
**Hours: Nov. 5, Noon-10 pm; Nov. 6, 10 am-8 pm; Nov. 7, 10 am-6 pm**  
**Exclusive Retail Partner: Colorado Ski & Golf      Media Partner: The Denver Post**  
**Admission:** \$12 onsite (cash only), kids up to age 12 are FREE. Purchase \$9 reduced price tickets online at [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com) or download a \$2 discount coupon at [www.OnTheSnow.com](http://www.OnTheSnow.com) to purchase a ticket for \$10 at the door. Additional \$2 off coupons can be found in the Denver Post.

The only noted change at this annual snowsports extravaganza is the earlier date. This will enable skiers and riders to secure their winter ski plans and purchases at some of the best pricing of the season. As a bonus, they can also get some holiday shopping done at great prices and biggest selections of choice goods for all their skiing and riding family and friends.

**29<sup>th</sup> Annual Boston Globe Ski & Snowboard Expo**  
**Presented by Subaru of New England**  
**Seaport World Trade Center, Boston**  
**Exclusive Retail Partners: East Coast Alpine and Eastern Boarder**  
**Hours: Nov. 11, Noon-10 pm; Nov. 12, 3-10 pm;**  
**Nov. 13, 10 am-8 pm; Nov. 14, 10 am-6 pm**

**Admission:** \$12 onsite (cash only), kids up to age 12 are FREE. Purchase \$9 reduced price tickets online at [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com) or download a \$2 discount coupon at [www.OnTheSnow.com](http://www.OnTheSnow.com) to purchase a ticket for \$10 at the door. Additional \$2 off coupons can be found in the Boston Globe.

After 28 years, just about everything this year at The Boston Globe Ski & Snowboard Expo is new. The venerable Expo will be staged for the first time at Boston's Seaport World Trade Center in the heart of the city overlooking the harbor. The site provides easy access by both personal and public transportation. Expo dates fall one week earlier than previous years. What doesn't change is the great deals on everything from lift passes, vacations, equipment, clothing and much more.

Opening day, Thursday, is an official government holiday, so the Expo doors will open four hours earlier than past years, at noon, to accommodate students and professionals who have the day off.

Expo producer BEWI Productions has announced brand new retail partners, East Coast Alpine and Eastern Boarder, highly regarded ski and snowboard specialty retailers that will stage a giant four-day ski equipment and clothing sale within the Expo hall. The Boston Globe returns as the Boston event's key sponsor, and Subaru of New England as the presenting sponsor.