



For Release: Immediately

Media Contact: Joan Christensen, 970-509-0710 (cell)
joanccommunications@gmail.com

**ANNUAL SKI EXPO RETURNS WITH SALES, FAMILY FUN, AND MORE DEALS
(Tons of ski/snowboard gear on super sale, last chance for early season lift pass prices)**

Denver, Colo., July 20, 2010—Exceptional deals on new equipment and a convenient location for gathering updated information and offers from Colorado’s 26 ski resorts are the hallmarks of the **19th ANNUAL COLORADO SKI & SNOWBOARD EXPO**. This year’s event will be held Nov. 5-7, 2010 at the Colorado Convention Center in downtown Denver. The show is the undisputed king of the Colorado retail ski scene and is the single largest ski and snowboard sale in the state with 20,000 square feet of equipment, clothing, and accessories with prices slashed from 40-70 percent off last season’s equipment.

Representatives from Colorado’s 26 resorts sell season passes and provide information about improvements, new programs, new services, and early bird offers on everything from lodging and lift tickets to lessons and meals. The show is also packed with non-shopping entertainment including the **“Eliteam” Training Center**, an interactive, physical-fitness fun area where kids of all ages can play, train, and challenge themselves on specialized training apparatus. A high-flying trampoline show is a perennial crowd-pleaser and **“Uncle E” will be back on Center Stage** with crazy contests. The **Breckenridge Kids Slope** gives first time skiers a chance to experience gentle sliding while a portable climbing wall offers an introduction to rock climbing. Additional details and schedules will be available at www.skisnowboardexpo.com.

Admission is \$12 for adults or \$10 with a discount coupon available in The Denver Post or at any Colorado Ski & Golf store or for tickets purchased in advance online at www.skisnowboardexpo.com. Kids 12 and under are free. Receive updates by following us on Twitter @SkiSnowExpo or on Facebook at <http://www.facebook.com/SkiSnowboardExpos>. Hours are noon to 10 pm on Friday, Nov. 5, Saturday from 10 am to 8 pm and Sunday from 10 am to 6 pm.

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