

29th ANNUAL BOSTON GLOBE SKI & SNOWBOARD EXPO

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AT 29, THE BOSTON GLOBE SKI & SNOWBOARD EXPO IS "ALL NEW"

It might seem a stretch of credibility to announce that the 29th Annual Boston Globe Ski & Snowboard Expo, presented by Subaru of New England, is "all new," but, in fact, nearly everything about this year's Expo, Nov. 11-14, IS new.

Here are the facts:

New location – the Seaport World Trade Center, Boston Harbor.

New dates – starting on Veteran's Day, Nov. 11, one week earlier than in the past.

New opening day hours – Nov. 11 is an official government holiday. Expo doors will open at noon, instead of the traditional 4 p.m., giving folks extra time to "shop the show" and look for opening day "early bird" specials.

New retail partners - East Coast Alpine and Eastern Boarder, two highly respected ski and snowboard stores whose team of experts will be manning the annual giant indoor retail sale, thousands of items at up to 70% off regular retail.

Whenever a popular event of long-standing announces such major changes, it means that the consumer stands to reap the benefits. With its convenient location on Seaport Boulevard, access to the year's Expo by car or public transit is more convenient than ever.

The new retail team brings a fresh sales approach and the opportunity to try new brands of equipment and clothing as well as all the fun accessories that make skiing and snowboarding more comfortable and enhance performance, all at tremendous savings.

The heart and soul of the annual Boston Globe Ski & Snowboard Expo remain strong and youthful based on 29 years of success. With upwards of 50,000 annual visitors, there are elements of the Expo that just continue to attract big crowds year after year.

Returning to the Expo trampoline stage is Ken Kovach's high flying Sky Riders who have performed around the world at major sporting and corporate events. They will arrive in Boston from filming scenes for a remake of the movie "Arthur" in Grand Central Station.

Expo means inter-active fun, like taking Olympic downhiller Doug Lewis' Eliteam Fitness Challenge, especially popular with the kids. Snowsports videos, Olympic ski and snowboard champs signing posters, games galore are all part of the annual Expo experience.

And bottom line, Expo aims to save skiers and riders a bundle of money this ski season. Resorts and vacation planners will offer up dozens of ways to save money when making those plans for the slopes this winter – lift ticket giveaways, season pass specials, show-only travel packages are all key reasons New Englanders make sure to put the Expo on their calendars every year.

SAVE ON EXPO ADMISSION

With the plethora of new media outlets, Expo visitors will find more ways than ever to save money at the gate, a \$12 admission fee (cash only) with children up to age 12 free. Expo offers will be available on Twitter, online and in newspaper ads.

Purchase tickets online at www.skisnowboardexpo.com. Download a \$2 discount coupon at www.OnTheSnow.com to purchase a ticket for \$10 online or at the door, or look for an online discount code on Twitter or Facebook. Additional \$2 off coupons will be published in the Boston Globe in November. A special Globe section devoted to the Expo will appear on Sunday, Nov. 7.

For complete scheduling details and ongoing updates and late breaking specials, skiers and riders are invited to follow the Expo on Twitter@SkiSnowExpo, like the Expo on Facebook at www.facebook.com/SkiSnowboardExpos, or visit www.OnTheSnow.com.

Photos/video available on request. Contact: Kathe Dillmann, kadicom@comcast.net