



For Release: Immediately

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**NEW BEER GARDEN, FASHION SHOWS, AND SLACKLINE DEBUT AT  
ANNUAL SKI & SNOWBOARD EXPO  
(Blowout ski/snowboard sale with tons of gear and clothing;  
last chance for season lift pass prices)**

Denver, Colo., Sept 22, 2010—Great deals on skis, snowboards, boots, bindings, clothing, and accessories will be served up at the **19th ANNUAL COLORADO SKI & SNOWBOARD EXPO** returning Nov. 5-7, 2010 to 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 gear with prices slashed from 40-75 percent off last season's equipment. To make shopping for gear, season passes, and Expo-only lodging deals and packages offered by Colorado's 26 resorts even more fun, new attractions have joined the high energy event.

The Biergarten sponsored by Paulaner HP USA will be the magnet for a cold brew throughout the Expo with ongoing Oktoberfest-style entertainment and a wide selection of imported beers and wines. For fashion mavens, WSI Sports will be showcasing their Snow Sports performance gear and Elite underwear at 30-minute fashion shows every 2-3 hours along with featured items from Colorado Ski & Golf. Clothing will be modeled by six of Colorado's local ski and snowboard athletes. And for the kids, the Gibbon Slackline will be irresistible. Designed to increase balance, build muscle and stay active in the outdoors, Slacklines have earned a following because they are incredibly fun. "Slacklining" requires participants to balance along a narrow length of webbing and attempt to make it from one side of the line to the other—without touching down.

Need more action? Expo also features 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, the Flying Aces, is a perennial crowd-pleaser as former Olympians fly high with their super twisty aerial tricks, and **“Uncle E” will be back on Center Stage** with crazy contests. The **MBS Mountainboard Big Air Show** returns with a high energy show that features mountainboarders flipping, spinning, and rail sliding on ramps and rails while launching themselves over obstacles and through the air. And for first time skiers, the **Breckenridge Kids Slope** gives kids a chance to experience sliding on skis on this gently pitched indoor slope. Additional details and schedules available at [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com).

Thinking of “going green” at the Expo? Visitors that skip the downtown parking and opt for **RTD light rail** can get a \$2 off coupon on their admission ticket. By taking the D, F, or H light rail lines that make frequent stops at the Theatre District/Convention Center Station, Expo shoppers can reduce auto emissions, save money on admission and parking, and relax and enjoy the ride. Even better, shoppers planning to upgrade their skis, boots, boards, or poles can bring their old gear to the Expo and drop it off for **free recycling**. Usable equipment will be donated to local charitable programs and the really trashed items will be recycled at a facility south of Denver into a variety of new products such as composite decking. To date, the Colorado Ski & Golf effort has recycled 200 TONS of old gear since September 2008.

Admission is \$12 for adults or \$10 with a discount coupon available in The Denver Post, at any Colorado Ski & Golf store, or at [www.OnTheSnow.com](http://www.OnTheSnow.com), where shoppers can also purchase advanced tickets online. Kids 12 and under are free. For updates and bigger Expo discount tickets, visitors can follow the Expo 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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