

29th Annual Boston Globe Ski & Snowboard Expo Nov. 11-14

BEWI Productions

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OLYMPIC SKIER INVITES BOSTON EXPO VISITORS TO TAKE THE FITNESS CHALLENGE

High intensity ski and ride specific conditioning comes to the Boston Globe Ski & Snowboard Expo, Nov. 11-14 at the Seaport World Trade Center, Boston Harbor. But with it comes a ton of fun. Training need not be a grind as two-time Olympian Doug Lewis will show skiers and snowboarders as he helps them get ready for the new ski season.

Lewis, the downhill bronze medalist at the 1985 World Alpine Ski Championships, competed in the 1984 and 1988 Winter Games. He is a professional coach and fitness trainer who developed the Eliteam Fitness Challenge course around specific training objectives. He invites showgoers to join him at the Boston Globe Ski & Snowboard Expo to pick up some great tips on getting ready for the slopes.

Says Ski Hall of Famer Lewis, "Being in shape goes a long way to maximizing enjoyment on the slopes, and specific workouts designed for skiing and snowboarding are especially useful from a safety standpoint. By taking our Eliteam Challenge, we can point out what works best in getting prepared for this winter. Our program is both unique AND fun."

The ELITEAM Fitness Challenge area at the Expo guides participants through a brief workout that also lets them see how they compare to U.S. Ski Team heroes. The Challenge course is a huge hit with youngsters, but everyone is welcome to give it a try and take home helpful training tips.

The Obstacle course is the featured challenge along with the Vertical Jump, Broad Jump and flexibility challenge. New this year, the Vertical Jump is conducted on a digital mat that measures power instead of just actual Jump & Reach.

Lewis tells his regular training students who have sights set on competitive skiing and snowboarding, "Prepare to the fullest, compete fiercely, and finish strong," words he lived by during his world-class competitive career and which guide him now in his coaching and training programs.

The Eliteam training manual outlines the Challenge workout protocol while emphasizing the importance of physical fitness, sports psychology and nutrition for the young skier and rider. It includes an Athlete Profile where the participants will fill in their scores after taken on the Eliteam Fitness Challenge.

Lewis and his wife Kelley, also a World-Class ski racer, will be the lead coaches and mentors during the Expo event. They run ELITEAM conditioning camps for young ski racers. They will educate and motivate all who visit the ELITEAM Challenge area.

The Boston Globe Ski and Snowsports Expo, presented by Subaru of New England, is at the Boston Seaport World Trade Center, 200 Seaport Boulevard, Boston Harbor. Doors are open Thurs., Nov. 11, noon-10 p.m.; Fri., Nov. 12, 3-10 p.m.; Sat., Nov. 13, 10 a.m.-8 p.m., and Sun., Nov. 14, 10 a.m.-6 p.m. Admission is \$12 (cash only at the door), kids up to age 12 are FREE. Pre-buy tickets online or download a \$2 discount coupon at www.OnTheSnow.com. Additional \$2 off coupons can also be found in the Boston Globe. For special savings, deals and schedule updates, follow the Expo on Twitter @SkiSnowExpo or Facebook, www.facebook.com/SkiSnowboardExpos.

(NOTE TO THE MEDIA: The Eliteam Challenge is a great visual and interview opportunity. Both Doug & Kelley Lewis are professional TV commentators and are very comfortable in front of cameras. Photos are available. Please contact Kathe Dillmann at KADI Communications to arrange pre-Expo or on-site interviews, at 802-362-1667 office, 802-379-5645 cell, or via email at kadicom@comcast.net.)