

MN SKI & SNOWBOARD EXPO MOVES TO MALL OF AMERICA OCT. 22-24

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The 2010 Minnesota Ski & Snowboard Expo moves to a new location, the Mall of America, October 22-24 with free admission, new attractions and great deals and giveaways. More than 50 exhibitors, including local, regional and Western ski areas, will be throughout the first level on the Mall's east and south sides. They'll be offering Expo-only specials on season passes, instructional programs and much more. Attendees will also see the latest ski and snowboard gear from leading manufacturers, and get expert advice from top local retailers. The Expo will be open during regular Mall of America hours.

Brand-new entertainment attractions at the Expo, which is presented by Jeep, include:

- The Jeep "Rocks & Road Tour" in the north parking lot with free test-drives of 2011 Jeeps in on-road and off-road obstacle courses, and free activities for kids. Shuttles will be provided from the Mall's north entrance.
- Ski and snowboard fashion shows in the Rotunda.
- Ski and snowboard film festival in the Great Room in the southwest corner of Nickelodeon Universe, featuring new and classic movies from top ski/snowboard filmmakers.
- "Slackline" demonstrations in the Macy's Court.

Additional attractions include:

- "The Skyriders!" trampoline shows in the Rotunda.
- ELITEAM kids interactive fitness challenge in the Sears Court.

The hours of the Minnesota Ski & Snowboard Expo, presented by Jeep, will be the same as the Mall of America's regular hours: Friday, Oct. 22, 10am - 9:30pm; Saturday, Oct. 23, 9:30am - 9:30pm; Sunday, Oct. 24, 11am - 7 pm. (The Jeep Rocks & Road Tour will close a half-hour earlier than the Expo on Friday and Saturday, and open an hour earlier on Sunday.)

"We're excited to be moving the Expo to Mall of America and have the opportunity to expose skiing and snowboarding to such a large audience," said Bernie Weichsel of Massachusetts-based BEWI productions, which has been staging successful ski and snowboard expos nationwide for nearly 30 years. "We'll have free parking, free admission and lots of great new attractions, including the Jeep 'Rocks & Road Tour' with Jeep, our new presenting sponsor."

The Jeep "Rocks & Road Tour" provides the ultimate on- and off-road driving test for attendees at fairs, festivals, auto shows and air shows across the country. ³We created the Jeep 'Rocks & Road Tour' to provide our current and potential customers with an adventurous experience that is exclusive to the Jeep brand,² said Mike Manley, President and CEO Jeep Brand, Chrysler Group LLC. ³This tour provides an ideal venue to experience the countless features and legendary capability offered in the all-new 2011 Jeep Grand Cherokee, as well as the other vehicles in the Jeep brand family.²

For more information on the Minnesota Ski & Snowboard Expo, presented by Jeep, visit <http://www.skisnowboardexpo.com>.