

# **29<sup>th</sup> Annual Boston Globe Ski & Snowboard Expo Nov. 11-14**

BEWI Productions

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## **FORM FOLLOWS FUNCTION AT BOSTON SKI/SNOWBOARD EXPO FASHION SHOW**

Fashion with function has always been the bywords of ski and snowboard clothing. High-quality functional snowsports fashion will highlight a choreographed fashion show during the 29<sup>th</sup> Annual Boston Ski and Snowboard Expo, November 11-14 at Boston's Seaport World Trade Center. WSI Sports "Snowsports Fashion Spectacular" will present a high energy showcase of apparel and accessories specifically designed to increase comfort plus eye appeal out on the slopes this winter.

The Fashion Spectacular will feature innovative concepts of functional snowsports fashion. WSI will also involve Boston University students in the production, working with marketing, communications and project management students. "Involving these students is our way of encouraging young people and giving them a boost in their chosen career paths," said WSI Sports VP/Design Director Priscilla Magana, adding "WSI will also bring on board high energy athletic college students to perform and make the fashion show really rock." Students should contact [www.wsisports.com](http://www.wsisports.com) for application information.

The choreographed show will be performed on a regular schedule throughout the four-day Expo. It will include current snowsport fashion wear from the Expo's retail sponsors, East Coast Alpine and Eastern Boarder, which are holding a giant pre-season sale inside the Expo hall. For more information on Expo, and for up-to-date news and scheduled fashion show times, visit [www.OnTheSnow.com](http://www.OnTheSnow.com) and click on Boston Globe Ski & Snowboard Expo.

WSI Sports, based in Eagan, MN near Minneapolis/St. Paul, produces high performance sporting apparel for winter and professional sports conducted in cooler climates. One starring component sure to be the talk of Expo is WSI's self-heated long underwear. WSI Sports' patented Wikmax®, Arctic Wixmax® and Wixmax HEATR® are designed for the active person who needs maximum wicking. These undergarments are body-mapped with ventilation in the underarm area. The thicker layer in the body and arms insulates body heat and minimize wind chill. HEATR® fabric in the collar provides added warmth when needed by simply zipping up the collar.

WSI's basic philosophy is dedicated to maximum comfort, maximum protection and maximum performance. Twenty years ago, in rural Minnesota, Joel Wiens agonized over wearing uncomfortable equipment just like other athletes. In 2001, while looking for a better fabric, WSI developed WikMax®, a material with an exceptional moisture management technology with added spandex for comfort and compression.

Company officials state, "We're proud that all our products are made in America and we are equally proud to have found a way for Americans to compete with low-cost off-shore resources." For more information about WSI Sports, visit [www.wsisports.com](http://www.wsisports.com).

The Boston Globe Ski and Snowboard Expo, presented by Subaru of New England, is at Boston's Seaport World Trade Center, 200 Seaport Boulevard, Boston Harbor. Doors are open Thursday, November 11th, noon-10 p.m.; Friday, November 12th, 3-10 p.m.; Saturday, November 13th, 10 a.m.-8 p.m., and Sunday, November 14th, 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](http://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](http://www.facebook.com/SkiSnowboardExpos).