

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

BEWI Productions

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WORLD'S MOST RECOGNIZABLE SKIER GLEN PLAKE HEADS FOR BOSTON GLOBE SKI & SNOWBOARD EXPO

Glen Plake, among the most recognizable skiers in the world, headlines the featured attractions at the Boston Globe Ski & Snowboard Expo, November 11-14 at Seaport World Trade Center. Recognized both for his extraordinary skiing achievements and his colorful foot-high Mohawk hairdo, Glen is a leading ambassador and spokesperson for snowsports. He will be larger than life at Expo, greeting skiers at the Dalbello/Elan exhibit and at the East Coast Alpine Ski & Snowboard sales area inside the Expo Hall.

A pioneer in extreme skiing, Plake nonetheless grasps the thrill of the sport at its grassroots level. He relates equally well to the beginner as he does to the most advanced because, in his own words, "Skiing and snowboarding are just plain fun. You do not have to be an expert to have fun."

Plake will be appearing on behalf of Dalbello boots and Elan skis, autographing posters of him in action in the extreme backcountry of the world's most spectacular mountains. And he'll do what he does absolutely best in life, personally relating to skiers of all levels and encouraging all who have not yet tried skiing to get on the slopes this season.

A three-time world hot dog champion, Plake has appeared in numerous ski-themed films and TV appearances, and served as "Learn A Snowsport Month" national spokesperson. He serves as host on "Reel Thrills" on cable TV's Resort Sports Network/Outside Channel. Glen has dedicated much of his time to visiting local ski hills and resorts around the country, encouraging people of all ages to seek the benefits of healthy winter outdoor recreation.

A leading advocate of taking lessons at all levels of ability, Plake points out, "It may seem odd that an extreme skier is the national spokesperson for snowsports. But people need to know that skiing and snowboarding are FUN! And taking lessons from a pro is the best way to fully enjoy the sport. To me, the best part is you don't have to be an 'expert' to have a good time on the slopes."

Plake was recently nominated for induction into the U.S. Ski and Snowboard Hall of Fame, class of 2010. Said Expo producer Bernie Weichsel, who is also chairman of the U.S. Ski & Snowboard Hall of Fame, "I don't know of anyone more passionate about snowsports than Glen. He knows how to connect with people. He truly loves to share his expertise and knowledge about the joys of snowsports."

Skier/mountaineer/sportsman Glen Plake has been on skis since age two. He has dedicated his life to the sport since growing up in California's Sierra Nevada mountains. As a featured skier in such ski film classics as "Blizzard of Aahhh's" and "License to Thrill," Glen has toured the globe pursuing his sport and charming audiences on and off the slopes wherever he goes.

Ski racing and stunts on the US National Mogul Team honed his technical skills. As a professional freeskiier, Glen began to change people's perception of pro snowsports and is often referred as the pioneer of action sports. "It has been a great journey and responsibility that I take very seriously and devote every day to. I have been blessed with the ability to inspire people but I have to keep inspiring myself," says this peripatetic pro.

Among Glen's many awards and international recognition, he was selected as the Ski Club of Great Britain's 2004 Most Influential Skier of the past 100 Years Award, was Powder magazine's 2002 Readers Choice award winner, and earned the 2001 ESPN Pioneer of Extreme Skiing award.

Glen and his wife Kimberly now spend part of each year in that alpine Mecca, Chamonix, France, where Glen was first exposed to the world of mountaineering. Following in the traditions of extreme skiers before him, Glen has had successful first descents in Europe, Japan, North/South America, and Asia. It's been a career as colorful as it has been dangerous and thrilling.

Glen's involvement with everyday skiers has allowed him to see what skiers need or want and with the support of Dalbello, Elan and his other sponsors, it has led to the development and design of products for today's skiers. His other sponsors include Leki poles/gloves, Marker bindings, Screamer hats, Julbo eyewear, Salewa clothing/equipment.

Glen and Kimberly are skiing vagabonds, living continuously on the road and vacationing at their homes in Nevada or Chamonix depending on the season. Glen is also a National Champion water skier and has won multiple titles in Off-Road Rally Racing in cars and on motorcycles including the Baja 1000 and 500, and has participated in the Dakar Rally.

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. 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.