

For immediate release

Contact: Kathe Dillmann 802-362-1667 or kadicom@comcast.net

DENVER, MINNEAPOLIS, BOSTON KICK OFF SKI SEASON WITH NOVEMBER SKI & SNOWBOARD EXPOS

What gets the juices flowing for wintersports fun and celebrates America's proud heritage of Winter Olympic heroes? The annual BEWI Ski and Snowboard Expos in Denver, Minneapolis and Boston in November encompass all that makes skiing and riding enthusiasts passionate about their sports.

The BEWI Ski & Snowboard Expos will be held in Minneapolis/St. Paul, at the Minneapolis Convention Center, Nov.6-8, with Hoigaards hosting the big ski and snowboard sale; in Denver at the Colorado Convention Center Nov. 13-15, with Colorado Ski & Golf as the retail partner; and in Boston at Bayside Expo Center Nov. 19-22, with the Ski Market stores anchoring the sales event. Over 100,000 wintersports enthusiasts are expected to attend the three shows.

Number one on everyone's list who plans to attend one of the annual Expos is shopping for the best buys of the season, on everything from vacation packages and season passes to equipment and clothing. Each Expo retail partner hosts a giant sale covering upwards of 20,000 square feet of everything needed to enjoy winter sports – clothing, boots, skis, snowboards and thousands of useful accessories. Regular show goers know the Expo offers the slickest prices around to get set for winter fun.

Highlighting the Expos' non-stop entertainment this year will be the Salute to the 2010 Winter Olympic Games, set for mid-February in Vancouver and Whistler Resort, British Columbia. The Expos will feature Olympic greats from the past, like mogul gold medalist Donna Weinbrecht, and aerialists Trace Worthington and Fuzz Feddersen who will put on a knock-out indoor aerial display that's always a huge crowd pleaser.

Expo visitors should keep their eyes out for lift ticket giveaways at many of the dozens of ski resort exhibitors, whose reps will be kept busy talking about what's new for the upcoming season and showcase their most popular programs. Kids especially get a charge out of the "loot" they take home – ski pins, posters signed by world class competitors and freeskiing movie heroes, and lots of surprise goodie giveaways.

Former Olympic downhiller Doug Lewis is expanding his Elite Training Challenge to all three venues. This is an interactive physical-fitness fun area where kids of all ages can play, train, and challenge themselves on specialized training apparatus. The aim, according to Lewis, is to build better awareness of the value of physical fitness, nutrition and sports psychology for all athletes of all ages and abilities.

Families with youngsters getting ready to embark on a lifetime of skiing fun will appreciate the custom-built indoor ski slope that lets small fry give skiing and boarding a try in a friendly environment. "With the family as the backbone of our sports," says Expo producer Bernie Weichsel, "we offer a number of special programs and interactive events that are entertaining and very family friendly."

Admission to each BEWI Ski & Snowboard Expo is \$12, with 12 and under free. Advanced purchase admission for \$9 is available online, and the sponsoring major regional newspapers, The Minneapolis Star-Tribune, The Denver Post and The Boston Globe, will offer \$2 discount coupons in special Expo advertising. Advanced purchase details along with the Expo hours in each city are available online at www.OnTheSnow.com.