

**BIG BARGAINS AND BIG FUN AT 18th ANNUAL SKI & SNOWBOARD EXPO**  
**(Last chance for early season pricing on gear and lift tickets,**  
**a salute to winter Olympians, and new attractions)**

Denver, Colo., Sept, 16, 2009—The energy, excitement, and anticipation are palpable when the doors finally open for the **Annual Colorado Ski & Snowboard Expo**. Scheduled for November 13-15, 2009, this year's super-sized event at the Colorado Convention Center in downtown Denver retains its distinctive claim as the single largest ski and snowboard sale within the single biggest temporary ski shop in Colorado. The Expo features 20,000 square feet of equipment, clothing, and accessories like hats, goggles, glasses, and gloves for men, women, adults, kids, skiers, and riders

The struggling economy combined with consumer demand to secure great value for every retail dollar spent is expected to attract more than 30,000 people to this year's Expo. In addition to taking advantage of the discounts ranging from 40-75 percent on all the great gear—from last season as well as the 09-10 models, all the Colorado resorts will be on site selling season passes and lift tickets while a variety of lodging properties from around the region will be offering early-bird lodging packages and incentives. As in past years, Expo is the last chance for procrastinators to buy season passes and daily lift tickets at pre-season prices. Resorts will also provide "must have" information about on-mountain improvements, strategies for finding lodging deals, insider tips for dining, and lots of souvenirs and giveaways.

Two new "center ring" attractions will provide extra incentive for attending this year. The first "newbie" to Denver is the "Eliteam" Training Center, a hands-on, interactive, physical-fitness fun area where kids of all ages can play, train, and challenge themselves on specialized training apparatus. Led by Olympian Doug Lewis, the new attraction will provide valuable training advice for youngsters eager to get on the slopes—while making the most of their time. "Measuring sticks" will show participants how their results compare to World Cup Alpine Ski champions Bode Miller and Lindsey Vonn.

In a salute to the Winter Olympics in Vancouver, B.C. in just a few short months, many Olympians (former and present including medal winners) will be on hand to sign autographs and share with their fans a few of their Olympic adventures including Hall of Famer and freestyle gold medalist Donna Weinbrecht.

The depth and variety of shopping at hard-to-resist prices is what brings skiers and snowboarders back year-after-year but the dynamic, energetic atmosphere with live entertainment, activities, sideshows, and competitions (both fun and serious) are staged throughout the weekend. An indoor skate competition, high-flying trampoline athletes, learn-to-ski artificial slope for the tykes, a climbing wall, and the unpredictable antics and contests supervised by "Uncle E" on center stage are a traditional part of the weekend. Additional details, featured performers, athlete appearances, and schedules will be available online at [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com) <<http://www.skisnowboardexpo.com>>

Admission is \$12 for adults or \$10 with a discount coupon available in The Denver Post or at any Colorado Ski & Golf store or for tickets purchased in advance online at [www.skisnowboardexpo.com](http://www.skisnowboardexpo.com). For even bigger savings and the most updated details about schedules and appearances, Expo visitors can keep up on Twitter @SkiSnowExpo or become a friend on the Expo's Facebook page at [www.facebook.com/SkiSnowboardExpo](http://www.facebook.com/SkiSnowboardExpo) <<http://www.facebook.com/SkiSnowboardExpo>> . This family-friendly event is also budget friendly since kids 12 and under are *free*.

The Colorado Ski & Snowboard Expo at the Colorado Convention Center is open from noon to 10 p.m. on Friday, Nov. 13. Saturday's hours are 10 a.m. to 8 p.m. and Sunday from 10:00 a.m. to 6:00 p.m.

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