

MN SKI & SNOWBOARD EXPO NOV. 6-8; GREAT DEALS & OLYMPIC-YEAR THEME

The Minnesota Ski & Snowboard Expo returns November 6-8 to the Minneapolis Convention Center with an Olympic-year theme and great entertainment, giveaways and deals.

Nearly 100 exhibitors, including local, regional and Western ski areas, are set to participate. They'll be offering Expo-only specials on season passes, instructional programs and much more. Hoigaard's is again the exclusive retailer for the Expo and will be holding a huge pre-season sale with deals on equipment and apparel. There will be deep discounts of up to 70 percent on last year's equipment and apparel, along with big bargains on this year's gear and clothing.

Olympic athletes scheduled to appear throughout the three days of the consumer expo include:

--Mogul skiing gold medalist Donna Weinbrecht, who will be the featured speaker at the Olympic Theater exhibit. Weinbrecht competed in three Olympics and won 46 World Cup mogul skiing events, the most World Cup wins ever by an American skier in any discipline.

--Current U.S. Ski Team member Ryan St. Onge, who is favored to win gold in the freestyle aerials at the 2010 Winter Olympics in Vancouver, Canada. St. Onge won the 2009 World Championships and is currently ranked second in the world.

--Trace Worthington, a two-time Olympian and winner of 37 World Cup freestyle skiing events, who has also served as a TV commentator at three Olympics.

--Two-time Olympian and world championships bronze medalist downhiller Doug Lewis, who remains a visible figure to skiers and snowboarders as a TV host on Resort Sports Network.

Entertainment and activities at the Expo will include:

--The "Flying Aces" aerial trampoline show, featuring Olympians Ryan St. Onge, Trace Worthington and others.

--The Olympic Theater, with mogul skiing gold medalist Donna Weinbrecht and videos of Olympic highlights.

--The Action Sports Zone, featuring the 3rd Lair Demo Team with skateboarders, in-line skaters and BMX bikers performing on a large street course.

--The Elite Training Challenge interactive fun area for kids, hosted by Olympic downhiller Doug Lewis. Children of all ages will be able to play and challenge themselves on an obstacle course and in various skills drills.

--The Snow Sliders Saloon.

In addition to the non-stop entertainment and super deals, every paid attendee of the Expo will also receive a free value-season lift ticket to a local area and a subscription to SKI, Skiing or Transworld Snowboarding magazines.

Expo hours are Noon-10pm on Friday, Nov. 6, 10am-8pm on Saturday, Nov. 7, and 10am-6pm on Sunday, Nov. 8. Adults are \$12. Children ages 12 and under are free with a paid adult. For more information and to save up to \$3 on your admission, visit www.onthesnow.com.

“We’re thrilled to be partnering with the MnSno group of ski areas and Hoigaard’s again and returning to Minneapolis for our second year,” said Bernie Weichsel of Massachusetts-based BEWI productions, which has been staging successful ski and snowboard expos nationwide for nearly 30 years. “It’s going to be exciting to have the Olympic athletes, and there will be fun and value for everyone.”