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Media Contact: Joan Christensen, 970-509-0710
joanccommunications@gmail.com

**26TH ANNUAL COLORADO SKI & SNOWBOARD EXPO SCHEDULED
(Epicenter for great outdoor gear, lift ticket and lodging deals, and high energy fun)**

Denver, Colo., Sept. 12, 2017—Newcomers and native Coloradans getting ready for winter outdoor recreation quickly learn that the best place for the best bargains on skis, snowboards, boots, outerwear, clothing, lift tickets, lodging, and lesson packages is at the annual **Colorado Ski and Snowboard Expo** presented by Schomp Automotive. The 26th annual shopping and family fun bonanza is Nov. 10-12, 2017 in Hall C of the Colorado Convention Center in downtown Denver. Colorado Ski & Golf brings excess inventory from all their Front Range locations along with special buys from manufacturers and merchandise from mountain stores to the Expo to create the single, largest ski sale of the year. Discounts range from 40 to 60 percent off gear from last season for children and adults. All of Colorado’s mountain resorts participate during the Expo to share information about new improvements at their resorts, sell discounted lift tickets and season passes, and offer Expo-only deals on ski school, lodging, and special programs. Adults love the bargains but kids love the interactive attractions that include a high ropes course, climbing wall, fitness challenge, and learn-to-ski dry slope for newcomers. Admission remains \$15 for adults or \$12 with a discount coupon available in The Denver Post or at any Colorado Ski & Golf store and online at www.skisnowexpo.com. Kids 12 and under are free. [Paid admission includes one-year subscription to SKI magazine and a \\$10 Gift Card from GetSkiTickets.com.](#)

The Expo has become a top target for new residents to Denver and the Front Range who want to learn more about Colorado’s resorts and how to become skiers and snowboarders through the variety of deeply discounted “first-timer” lesson and lift ticket packages. Some programs even

offer first timers a free season pass after completing their first few days of lessons. Long time Coloradans depend on the great deals and the opportunity to gather information from dozens of resort representatives from throughout Colorado, the western United States, and Canada. Skiers and riders purchasing the increasingly popular multi-resort, multi-state, even multi-national season passes can pick up information about these out-of-state mountain destinations on their skiing and riding bucket list.

New this year is the Ski.com Powder Pavilion—especially for skiers and riders wanting to explore slopes beyond Colorado’s borders—especially powder destinations. Staffed by mountain travel experts from Ski.com, as well as representatives from Hokkaido, Japan and several from Canada including Red Mountain Resort, Whitewater Resort (Nelson), Panorama, and R.K. Heliski on British Columbia’s Powder Highway. Powder and heli-skiing trips to these destinations can be booked at the Expo with prices for guided trips starting at \$1,630 that include seven nights lodging, six days of guided skiing, ground transportation and more

For kids, it is all about fun activities and play zones. Topping the list of favorites is the return this year of the **Mountain Activity Center** and the **high ropes course** with plenty of obstacles to challenge participants on the airborne course that stretches above the Expo crowd. A climbing wall with two different routes to the top is always a magnet for future mountain climbers. The fast-paced and always busy **Eliteam Training Center** returns with their timed obstacle course which provides a “snapshot” of kid’s basic fitness and flexibility. Kids can race the clock and their friends to compare results and practice to improve their times.

The **SIA Nordic Village Interactive Zone** returns with snowshoes and cross-country ski equipment for a dry land introduction to both sports for children and adults. Participants can also pump up their heart rate on the Ski Erg machine that offers a physical introduction to cross-country movements. A biathlon exhibit includes a laser rifle and target for testing aiming ability with a pounding heart rate.

In the **Slackers Slackline Competition and Demo Area**, pros wow the crowds with their agility and tricky maneuvers on the wobbly cord. First-timers can even take a turn and test their skills and bounce- ability on the wiggly cord. Adults with aspirations of testing the cowboy lifestyle can take a spin on the **mechanical bull** sponsored by Crested Butte Mountain Resort. Newcomers to the sport of skiing can visit the gently-pitched **Kid’s Slope** staffed by experienced instructors and sample this easy introduction to

skiing. Burton's Riglet Park will also be back so that little snowboarders can have their first experience sliding on a tiny snowboard on their entry level snowboarding course.

The high-flying antics of the **Flying Aces** are an annual crowd pleaser with former Olympians performing in a double trampoline exhibition that showcases their extreme athleticism in midair maneuvers. And, after a long day of shopping and playing, adults can once again take a refreshing break with a cold brew ~~while listening to live music in the Rocky Mountain Beer Garden.~~

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Expo hours are noon to 10 pm on Friday, Nov. 10; Saturday, Nov. 11 from 10 am to 8 pm; and Sunday, Nov. 12 from 10 am to 6 pm. For details, activity schedules and vendors, visit www.skisnowexpo.com/denver-expo

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