



For more information contact: Kathe Dillmann, 802-362-1667 or [kadicom@comcast.net](mailto:kadicom@comcast.net)  
Photos available on request. Press passes available for working press members.

## **37<sup>th</sup> ANNUAL BOSTON.COM SKI & SNOWBOARD EXPO NOV. 8-11, 2018, SEAPORT WORLD TRADE CENTER**

<b>SCHEDULE:</b>	<b>Thurs. 3 – 10 p.m.</b>	<b>Fri. 3-10 p.m.</b>
	<b>Sat. 10 a.m. – 8 p.m.</b>	<b>Sun. 10 a.m. – 6 p.m.</b>

**ADMISSION:** \$15 adults; Under 12 FREE. Paid admission includes one-year subscription to SKI magazine and a \$10 Gift Card from GetSkiTickets.com. Tickets may be purchased online at [www.skisnowexpo.com/boston-expo](http://www.skisnowexpo.com/boston-expo) as well as at the door.

**PARKING:** Underground parking is available at the Seaport Hotel and at Marine Central, 373 Northern Ave. Check [www.skisnowexpo.com/boston-expo](http://www.skisnowexpo.com/boston-expo) for special offers.

### **SKI SEASON PREVIEW:**

The Boston.com Ski & Snowboard Expo returns to its popular Seaport World Trade Center location, showcasing New England’s coolest winter scenes. The annual winter sports extravaganza is THE best way to prepare to hit the slopes fully armed with the latest information and the best pre-season pricing and Expo-only savings on lift tickets and season passes, vacation specials, and all manner of ski and snowboard gear. The big winter kick-off celebration, presented by Subaru of New England, is produced by BEWI Productions, Waltham, Mass. For a live-action video from previous Expo action, click on [www.skisnowexpo.com/boston-expo](http://www.skisnowexpo.com/boston-expo). For Expo specials updates, check out **Facebook, Instagram and Twitter** starting in early October and throughout the Boston.com Ski & Snowboard Expo, at [www.skisnowexpo.com](http://www.skisnowexpo.com) or Facebook at [BostonSkiSnowboardExpo](https://www.facebook.com/BostonSkiSnowboardExpo). Instagram @[BostonSkiSnowExpo](https://www.instagram.com/BostonSkiSnowExpo) & Twitter @[BOSkiSnowExpo](https://twitter.com/BOSkiSnowExpo).

### **DEALS!**

**COUNTRY SKI & SPORT**, metro Boston’s top snowsports retailer, brings in truckloads of ski and snowboard gear, clothing, and accessories, setting up the region’s biggest pre-season wintersports sale. Their huge on-site store features top-shelf inventory and a staff of experts to provide assistance. It’s the perfect place to kick off the holiday shopping season as well as the ski season. Country Ski & Sport has stores in Quincy, Westwood, and Hanson, Mass.

**EXPO-ONLY SPECIALS:** Many exhibiting companies, from ski resorts to tour operators to gear providers, will be offering Expo-only special offers on lift tickets, travel/vacation packages, and new gear. Many host special contests, raffles, giveaways and games, guaranteeing that Expo visitors will more than cover any entrance fees paid at the door.

### **ACTION!**

**NEW! BOSTON OPEN RAIL JAM** - the LARGEST indoor ski/snowboard Freestyle Rail Jam the East Coast has ever seen, with a prize purse of up to \$10,000. Pros and amateurs ages 9 and up, male and female, will be ripping the course along with color commentary, games, product tosses and DJ action. The arena features multiple competitions and is a World Snowboarding & USASA event. Registration now open. For scheduling and registration, the [www.bostonopen.eventbrite.com](http://www.bostonopen.eventbrite.com).

*The event is presented by Sugarbush Resort, Vermont; with sponsors Xfinity/Comcast, Ikon Pass, supported by Phunkshun wear (made in the USA from plastic bottles); Powe Snowboards, the World Snowboard Federation, United States of America Snowboard and Freeski Association and Traveled Events Company.*

**NEW! "HER TURN AT THE SHE SHED"** - a special-interest section for women presented by women. The goal at the She Shed: make connections, explore the options and take control of the winter experience, whether skiing, snowboarding, hitting the Nordic trails or savoring the apres-ski hours. Step inside the She Shed at Expo and feel the warmth of winter fun from the female perspective. Join in both scheduled programs and informal chats about women-specific skiing and snowboarding needs. Hear from fitness specialists and learn about female-specific gear and apparel. Get hands-on, personalized beauty and fashion tips and learn about on-snow programs designed for women. Look into winter recreation and travel options. The vibrant ski house atmosphere will invite women to explore an array of topics, guided by award-winning authors and bloggers, Olympic champions, travel experts and more. No matter how she plays in the snow, Her Turn at the She Shed is an Expo must-visit for women of all ages and abilities who want to maximize their fun and style for the upcoming season.

**NEW! TAKE A SPIN THROUGH TGR'S STOKEMOBILE** This amazing solar-powered, tricked-out, high-tech mobile unit will make a larger-than-life presence on the Expo floor. The Stokemobile brings the action indoors for an immersive experience, including its huge flat screen TVs displaying TGR and Outside TV content, VR exhibits, the latest in lifestyle and branded merchandise, music, star athlete appearances and more. TGR, Teton Gravity Research, is the preeminent action film producer based in Jackson Hole, Wyo.

**NEW!** The first-ever **Boston Ski & Snowboard Expo Coat Drive is sponsored by Subaru of New England**, whose Love Promise commitment is to make a difference and help the community by giving back in different ways. We invite all showgoers to drop off "lightly used" winter jackets that will be donated to those in need during the cold winter months. There will be a collection area located in the front of the Expo Hall. Donors will receive Subaru swag and a \$10-off coupon from Country Ski & Sport good towards a purchase of a new jacket at the Expo.

**REVAMPED! Wachusett Mountain Kids Snowpark and Learning Center** gets the kids off to the right start this winter with beginner ski and snowboard lessons on revamped indoor slope. Expert children's instructors put the kids in real gear and guide them on their first glides. It's the perfect place to test out winter fun and get youngsters eager to hit the slopes.

**EXPO's always thrilling Skyriders Aerial Extravaganza** showcases daring aerial choreography with athletes sporting skis & snowboards while flying high off dual trampolines. These top-ranked competitive trampoline athletes have been thrilling audiences around the globe. Performances are scheduled several times daily.

**ELITEAM Fitness Challenge** is boosting its family appeal with an ever-changing array of fitness fun apparatus, under the expert guidance of U.S. Olympic skier and Hall of Famer Doug Lewis, whose training team will challenge youngsters to new fitness goals on dual obstacle courses and unique fitness challenges. The ELITEAM interactive fitness arena is free and open to all ages, sponsored by Coca Cola of Northern New England, and presented by Loon Mountain.

**GET THE SCOOP ON NATIONAL LEARN-TO SKI & SNOWBOARD DAY**, Jan. 11 at resorts across the country. It's the perfect way to celebrate these favorite sports while introducing family and friends to a new winter fun experience. Details will be circulated at Expo.

**Food fun fuels Expo visitors.** There is the ever-popular **Long Trail Beer Garden**, with great pours from the Vermont-based brewery, in conjunction with Ski VT. Stop in for a visit at the **WZLX 100.7 Classic Ski Lodge**, where "tweet & meets" and selfies are the call-to-socialize in a colorful après-ski setting. Expo offers up food courts and food samplings and is situated in the heart of Boston's newest neighborhood of trendy food attractions. Make a day or night of it and plan to take in the whole Seaport experience.

**KEVIN'S TRIVIA contests** test one's knowledge of an array of topical ski subjects, especially appealing to the teens who jostle to beat out their fellow competitors. Scheduled several times daily during Expo's four-day run.

For Expo specials updates check out **Facebook, Instagram and Twitter** starting in early October and throughout the Boston.com Ski & Snowboard Expo, at [www.skisnowexpo.com](http://www.skisnowexpo.com) or Facebook at [BostonSkiSnowboardExpo](https://www.facebook.com/BostonSkiSnowboardExpo). Instagram @[BostonSkiSnowExpo](https://www.instagram.com/BostonSkiSnowExpo) & Twitter @[BOSkiSnowExpo](https://twitter.com/BOSkiSnowExpo).