



BOSTON.COM SKI & SNOWBOARD EXPO'S SPECIAL ATTRACTIONS

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(Photos, video, interview set & press passes available on request)

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. *(Scheduled presentations and background information on the women's ski/snowboarding experts available on request.)*

Wachusett Mountain Kids Snowpark and Learning Center gets the kids off to the right start this winter with beginner ski and snowboard lessons on special 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 a youngster eager to hit the slopes.

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 medalist and Ski Hall of Famer Doug Lewis, whose training team will challenge youngsters to new fitness goals with dual obstacle courses and unique fitness methods. 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.*