



For Release: Immediately

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**CHANGE IS COMING TO THE 2018 COLORADO SKI & SNOWBOARD EXPO THIS NOVEMBER
(New retailer takes over the giant sale; other attractions and vendors return)**

Waltham, Mass. June 11, 2018—BEWI Productions, Inc., announced today that Texas-based Sun & Ski will be the exclusive retailer this year at the 27th annual Colorado Ski & Snowboard Expo being held at the Colorado Convention Center, November 16-18, 2018. This annual tradition for Colorado skiers and snowboarders will continue to offer all the same attractions as in previous years—a gigantic sale on ski and snowboard equipment and accessories, family entertainment, vendors, and representatives from most of Colorado’s mountain resorts.

Sun & Ski is Colorado’s newest winter sports retailer, with shops in Avon and Dillon. Additional locations in Colorado and other mountain communities are slated to open in the coming years.

“We are excited to be working with Sun & Ski, one of the snowsports community’s most respected and well known national retailers with 30 stores nationwide,” enthused Bernie Weichsel, president of BEWI Productions and founder of the Colorado Ski & Snowboard Expo. “With Sun & Ski’s participation in the Expo, we are anticipating continued growth in attendance as well as product and pass sales like we’ve been experiencing the past few years. Their expertise, wide selection of inventory, and passion for the sports of skiing and snowboarding will help the Colorado Ski & Snowboard Expo remain the essential season kickoff event for Colorado skiers and riders.”

“While Sun & Ski has begun serving Colorado winter sports enthusiasts in recent seasons at mountain locations in Avon and Dillon and via our website at SunandSki.com, we are thrilled to be a part of this premier pre-season event,” said Steve Rath, Sun & Ski Co-CEO. “Denver is a leading winter sports market and we are pleased to be able to serve its great customers by being part of the Colorado Ski & Snowboard Expo. We are excited to work with BEWI Productions and be able to give Expo attendees the best selections and deals that they have ever seen!”