



BOSTON 2016 FACT SHEET

The 35th Annual Boston.com Ski & Snowboard Expo is where winter dreams come true. Skiers and snowboarders may not have gotten their "fix" of winter last year, but like any sports fan, there is a "wait'll next year" optimism that has winter lovers ready to surge to the slopes this season. The Expo boasts the best deals of the new winter. It kicks off on Nov. 10 and runs through Nov. 13 at the Seaport World Trade Center. The big event is presented by Subaru of New England. Boston.com Ski & Snowboard Expo has been produced for 35 years by BEWI Productions, Waltham, Mass. For a live-action video, click on www.skisnowexpo.com.

WHAT'S NEW

NEW Retail Support: Metro Boston retailer Country Ski & Sport has moved into the forefront with a huge pop-up store inside the Expo hall housing an impressive inventory and a staff of experts to help pick out just the right gear. It's the perfect place to kick off the holiday shopping season, too. Country Ski & Sport has stores in Quincy, Westwood, and Hanson, Mass.

NEW Aerial Extravaganza: Flippenout, Boston's own extreme trampoline show, takes center stage at this year's Expo. These top-ranked competitive trampoline athletes have been thrilling audiences around the globe since 2005. Performances are scheduled throughout the Expo's four-day run, presented by the NFL and Killington Resort.

NEW Mountain Activity Center will incorporate the popular Slackers Slackline Demo and Competition arena, and energetic fun and games for youngsters of all ages. It's where the action never stops. Presented by Stowe Mountain Resort.

NEW hours: In honor of the Veterans' Day holiday, on Friday, Nov. 11, the Expo has expanded hours, with doors opening at 10 a.m.

Schedule: Thursday, Nov. 10: 3-10 p.m. Friday, Nov. 11: 10 a.m.- 10 p.m.
Saturday, Nov. 12: 10 a.m.-8 p.m. Sunday, Nov. 13: 10 a.m.-6 p.m.

Admission: \$15 adults; Under 12 FREE. Paid admission includes one-year subscription to SKI or Skiing magazine plus a \$10 gift card from Liftopia. Tickets may be purchased online at www.skisnowexpo.com.

Parking: There are many parking facilities around the Expo hall. Check out Park and Ride to Expo for only \$12 for up to 8 hours, including a free shuttle from the garage right to the Expo entrance doors at Marine Central Parking Garage at 373 Northern Avenue.

HIGHLIGHTS

EXPO IS THE PLACE TO SHOP FOR WINTER SAVINGS and gives a whole new meaning to the word "deals." The secret to enjoying all winter sports is to be properly dressed and geared up. With the expanded **Country Ski & Sport** partnership, there will be incredible buys throughout the on-site store, from skis and snowboards, boots and bindings, to clothing and accessories. Look for Nordic skiing gear at the exclusive Nordic Village arena in the Expo hall, too. Cross-country skiing, snowshoe and biathlon demos will be featured. Expo exhibitors also offer up a multitude of products not only for the slopes but for warm and fashionable street wear, home goods, skiing history mementos, and shopping surprises down every aisle to kick off holiday gift buying. New England Patriots fans will find all the logo gear they could want, at the NFL store at the Expo this year.

Hundreds of ski resort and travel companies will be offering Expo-only specials and giveaways plus a range of lift tickets, season pass and vacation deals at some of the best prices of the

coming winter. Tune into Twitter: <https://twitter.com/BOSkiSnowExpo> daily the week of Expo and discover the many specials that abound at Expo.

SPECIAL FEATURES

The **Country Ski & Sport Fashion Spectacular**, scheduled throughout the Expo's four-day run, showcases the hottest trends in fashion on the slopes, with expert commentary by Boston fashion expert Kathy Benharris. Presented by Sunday River Resort and WAAF.

Flippenout brings a new twist to a favorite Expo attraction, the aerial spectacular show, sponsored by the NFL and presented by Killington Resort. Flippenout's world-class trampoline athletes are featured in multiple daily shows.

SIA Nordic Village hosts The Biathlon Experience including actual laser rifles and targets and an astro turf track for sampling cross-country skiing and snowshoeing. Nordic Village is especially popular with youngsters ready for fun new experiences on snow.

Get the kids off to the right start this winter with beginner lessons on Expo's special indoor slope simulations at the **Wachusett Mountain Kids Snowpark and Learning Center** and **Burton's Riglet Learn-to-Snowboard Park**. 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 see how ready a youngster is to hit the slopes.

ELITEAM Fitness Challenge returns under the expert guidance of Olympian Doug Lewis, whose training team will guide challengers through dual obstacle courses, where kids can challenge themselves, their peers, even a parent. The ELITEAM interactive fitness arena is free and open to all ages, presented by Loon Mountain and MIX 104.1.

The Mountain Activity Center includes **The Slackers Slackline Demo arena**, where the action never stops. Slacklining continues to grow as both a popular fitness regimen and a lot of energetic fun for youngsters. Look for new apparatus in this expanded Expo feature for lots of laughs and action for all ages. Presented by Stowe Mountain Resort.

Live music by top regional performers highlights The RIVER Acoustic Café Stage, featuring regularly scheduled performances throughout Expo's four-days. The action starts Thursday evening and goes through mid-day on Sunday, presented by Mount Snow.

Food fun fuels Expo visitors and break-times are highly encouraged. There is the ever-popular **Long Trail Beer Garden**, with great pours from the Vermont-based brewery, in conjunction with the Ski VT section. Stop in for a visit at the **WZLX 100.7 Classic Ski Lodge**, where "tweet & meets" and selfies are the call-to-socialize amidst a colorful apres-ski setting. The 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.

Non-stop entertainment is the byword for The Boston.com Ski & Snowboard Expo. Expect hours of entertaining action, from athletic exhibitions to musical performances and interactive fun centers. Children-centric activities abound, including kids' learn-to-ski/snowboard arenas, games and entertainment.

LIKE THE EXPO on Facebook and Twitter. Check out Facebook and Twitter to score valuable prizes from the Expo exhibitors, starting in early October and throughout the Boston.com Ski & Snowboard Expo.