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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**

**SCHEDULE:**

<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).

**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.

**NEW! Freestyle Rail Jam Pro-Am competitions** kick it up a notch this year with the LARGEST indoor ski/snowboard Freestyle Rail Jam competition the East Coast has ever seen. Boasting six rail options, this all new rider-built course will put competitors to a true test of talent. Going for gold, professional and amateur athletes will be ripping the course for a chance to win a \$10K prize pool. Look for top Eastern skiers and riders performing high caliber tricks on this unique course. Announcers will liven up the scene with product tosses, games, talks shows, professional athlete signings and a live DJ.

**NEW! "SHE SHED" is a special-interest section for women's winter fitness, travel advice, beauty and style tips, and family fun.** The She Shed brings a colorful new dimension to Expo with its series of scheduled programs targeted at enhancing their skiing and riding needs. Step inside the She Shed and hear from fitness specialists, fashion and beauty gurus, and top bloggers covering an array of informative topics to put women in control of their winter-time experiences. See schedule at [www.skisnowexpo.com/boston-expo](http://www.skisnowexpo.com/boston-expo) in October.

**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 discount coupon from Country Ski & Sport good towards a purchase of a new jacket at the Expo.

**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.

**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 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).