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## **BOSTON.com SKI & SNOWBOARD EXPO ANNOUNCES NEW FEATURES**

The organizers of the 36<sup>th</sup> Annual Boston.com Ski & Snowboard Expo, Nov. 9-12 at the Seaport World Trade Center, have announced several new features for this year's four-day ski and snowboard extravaganza. For updated Expo details, visit [www.skisnowexpo.com/boston-expo](http://www.skisnowexpo.com/boston-expo) .

### **EXTREME SKIING VIDEO & STAGE PRESENTATION**

Ski & Snowboard Hall of Famer John Egan and Sugarbush Resort, VT will host a colorful mixed media presentation showcasing some of the most famous extreme skiing footage ever captured on film. Egan's "WHAT WERE THEY THINKING?" will showcase some of the most daring exploits on snow-covered mountains around the globe. The "wow" factor of the footage plus Egan's personal accounts of these daring young alpinists will leave audiences gasping with both admiration and wonder.

John Egan and his brother Dan were both elected to the U.S. Ski & Snowboard Hall of Fame in 2016 for their stunning skiing exploits and starring roles in numerous Warren Miller ski films. The presentation will encompass many of the greats of extreme mountaineering, runs that leave the rest of the world's regular skiing and snowboarding fans with a touch of envy while contemplating "What were those guys thinking when they embarked on these daring mountain conquests?" John's narration will share those thoughts and more in his scheduled programs that will run several times daily throughout the four-day run of Expo. Audience participation will be encouraged in Q&A sessions following each big screen presentation.

Egan will also be greeting expo-goers and signing posters at the Kulkea booth on Saturday, Nov. 11. Kulkea produces award-winning ski and boot carry bags.

### **INDOOR SKI/SNOWBOARD FREESTYLE SHOW**

U.S. Resort Management will present the "Urban Freestyle Show" featuring talented ski and snowboard athletes performing high caliber pro tricks on a synthetic snow surface, by Powder Pak. During these regularly scheduled shows, there will be prizes and product giveaways along with entertainment. Professional announcers will turn up the hype and make this a colorful new event at this year's Boston.com Ski & Snowboard Expo, running Nov. 9-12 at the Seaport World Trade Center. During breaks in the action, the arena will open up floor space for a sponsor/athlete "social hour."

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## **EXPERIENCE NORDIC SPORTS AT SIA NORDIC VILLAGE INTERACTIVE ZONE –**

Demo equipment will be the feature at the SIA Nordic Village set-up at the Boston.com Ski and Snowboard Expo, Nov. 9-12 at the Seaport World Trade Center. It will offer professional guides giving introductory trials on indoor tracks and laser targets in cross country skiing and snowshoeing on the simulated snow surface and at Biathlon target range. Expo visitors can take a mini-lesson in these sports. With the U.S. Ski Team rapidly climbing in Nordic results at world cup meets in the past year, Nordic Village gives an overview of how these champs train for the upcoming Winter Olympic Games in February. There will also be a special consumer equipment sales area.

## **LEARN TO SKI/SNOWBOARD SPECIAL OFFERS AT EXPO**

Expo visitors should look for new ski/snowboard offerings at Expo resort exhibiting booths that reward current participants who bring newcomers to a resort to try the sports for the first time. **Learn to Ski and Snowboard Month (LTSSM) - Bring a Friend Initiative**, now in its 10<sup>th</sup> season, celebrates the anniversary with its new Triple Play promotion. LTSSM runs the entire month of January at ski resorts across the country. The weekend of Jan. 5-7 is pegged as Bring a Friend Challenge Weekend when resorts will be promoting special offers on learn-to-ski/snowboard programs that will also reward the skiing friend who signs up a newbie for a learn-to package.

Part 2 of the Triple Play honors World Snow Day, an international event organized by the International Ski Federation (FIS) on Sunday, Jan. 21. Activities at resorts around the globe will celebrate snow play and the winter season.

Triple Play Part 3 moves the attention of the sports world to the 2018 Winter Olympic Games, where snowsports play a major role in garnering sports fans' attention for all forms of competitive skiing and snowboarding. The Games are scheduled for Feb. 9-25 in PyeongChang, S. Korea. The U.S. Ski and Snowboard teams field numerous competitors capable of earning a medal in most events.

For more information about programs inviting everyone to give skiing or snowboarding try this winter, visit [www.learntoskiandsnowboard.org](http://www.learntoskiandsnowboard.org).