



For Release: Immediately

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**TIME FOR THE 26TH ANNUAL COLORADO SKI & SNOWBOARD EXPO
(Tons of outdoor gear at great prices, lift ticket/lodging deals, and high energy fun)**

Denver, Colo., Oct. 26, 2017—Now that Colorado resorts are beginning to open, it is time to plan an excursion to the single best place for the best bargains on skis, snowboards, boots, outerwear, clothing, lift tickets, lodging, and lesson packages--at the 26th annual Colorado Ski and Snowboard Expo presented by Schomp Automotive. Doors open at noon on Friday, Nov. 10 in Hall C of the Colorado Convention Center in downtown Denver and runs through 6pm on Sunday, Nov. 12. Admission remains \$15 for adults or \$12 with a discount coupon available in The Denver Post or at any Colorado Ski & Golf store and online at www.skisnowexpo.com. Kids 12 and under are free. Paid admission includes a one-year subscription to SKI Magazine and a \$10 gift card from www.GetSkiTickets.com.

Colorado Ski & Golf brings excess inventory from all their Front Range locations along with special buys from manufacturers and merchandise from mountain stores to the Expo to create the single, largest ski sale of the year. Discounts range from 40 to 60 percent off gear from last season for children and adults. Adults love the bargains but kids love the interactive attractions that include a high ropes course, climbing wall, fitness challenge, and learn-to-ski dry slope for newcomers.

The Expo is also ideal for new residents to Denver and the Front Range who want to learn more about Colorado's resorts and how to become skiers and snowboarders by taking advantage of deeply discounted "first-timer" lesson, lift ticket, and rental. Some programs even offer first timers a free season pass after completing their first few days of lessons.

New this year for avid skiers and rider is the Ski.com Powder Pavilion with information and packages about powder destinations beyond Colorado's borders including Hokkaido, Japan and several Canadian destinations including Red Mountain Resort, Whitewater Resort (Nelson), Panorama, and R.K. Heliski on British Columbia's Powder Highway.

Kids gravitate to the fun activities and play zones that include a high ropes course, a climbing wall, Slackline demo area, and the fast-paced and always busy ELITEAM Training Center where kids can race through the obstacle course and fitness skills for a fun "snapshot" of their basic fitness. "Never-ever" kids can try Loveland's gently-pitched Kid's Slope staffed by experienced instructors and tiny tykes can try sliding on a small snowboard in Burton's Riglet Park.

The SIA Nordic Village Interactive Zone returns with snowshoes and cross-country ski equipment for a dry land introduction to both sports for children and adults. Adults with aspirations of testing the cowboy lifestyle can take a spin on the mechanical bull sponsored by Crested Butte Mountain Resort.

The high-flying antics of the Flying Aces as seen on NBC's Today and the Ellen DeGeneres shows are annual crowd pleasers with world-class athletes from skiing, snowboarding, gymnastics, and trampoline performing in a double trampoline exhibition that showcases their extreme athleticism. Narrating the show is US Ski and Snowboard Hall of Fame member Kris "Fuzz" Fedderson showcasing the upcoming Winter Olympic Games by providing insights on the skills these athletes need for several on-snow winter Olympic disciplines.

After a long day of shopping and playing, adults can once again take a refreshing break with a cold brew in the Rocky Mountain Beer Garden.

Expo hours are noon to 10 pm on Friday, Nov. 10; Saturday, Nov. 11 from 10 am to 8 pm; and Sunday, Nov. 12 from 10 am to 6 pm. For details, activity schedules, and vendors, visit www.skisnowexpo.com/denver-expo.

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