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**NEW RETAIL PARTNER JOINS 27<sup>TH</sup> ANNUAL  
COLORADO SKI & SNOWBOARD EXPO  
(Deep discounts on outdoor gear, season passes, and  
family fun are top attractions)**

Denver, Colo., Aug. 23, 2018—Sun & Ski Sports, an outdoor retailer specializing in winter sports, bikes, apparel and accessories with 30 locations across the country from New England to Texas, including shops in Avon and Dillon, Colo., has become the exclusive retailer at this year's Expo. The announcement was made earlier this summer by Bernie Weichsel, president of BEWI Productions and founder of the Colorado Ski & Snowboard Expo.

"With Sun & Ski Sports' participation with 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," said Weichsel. "Their expertise, wide selection of inventory, and passion for the sports of skiing and snowboarding will help the Expo remain the essential season kickoff event for Colorado skiers and riders."

This year's Expo returns to the Colorado Convention Center in downtown Denver **Nov. 16-18, 2018** and offers all the same attractions as in previous years—a gigantic sale on ski and snowboard equipment and accessories, family entertainment, vendors, plus representatives from Colorado's mountain resorts with information on mountain improvements and last chance early season pricing on season passes and lift ticket packages. Shoppers can expect discounts of up to 70 percent on last season's gear for children and adults. The timing this year, just days before the Thanksgiving weekend, makes it an ideal time to get a jump start on holiday shopping.

"We are excited to be joining the Colorado Ski & Snowboard Expo and giving Expo attendees the best selections and deals that they have ever seen," promised Sun & Ski Sports Co-CEO Steve Rath.

Family-friendly attractions and entertainment include a high ropes course, fitness challenge, and a learn-to-ski dry slope for “never-ever” skiers. Admission remains \$15 for adults or \$12 with a discount coupon available in The Denver Post or online at [www.skisnowexpo.com](http://www.skisnowexpo.com). Kids 12 and under are free. Each adult ticket purchase includes a free \$10 gift card from GetSkiTickets.com and a one-year subscription to SKI Magazine.

Newcomers to Denver and the Front Range can learn more about Colorado’s resorts and how to become skiers and snowboarders through the variety of deeply discounted “first-timer” lesson and lift ticket packages. Some programs even offer first timers a free season pass after completing their first few days of lessons. Experienced skiers and riders return each year for the great deals and to gather information from dozens of resort representatives from throughout Colorado, the western United States, and Canada. Multi-resort, multi-national, and even multi-international season passes will be available at several of the resort booths.

“Never-ever” youth skiers can visit the gently-pitched Kid’s Slope staffed by experienced instructors and sample this easy introduction to skiing.

The Expo is a giant playground for kids. The Mountain Activity Center and the high ropes course challenge participants on the airborne course that stretches above the Expo crowd. The fast-paced ELITEAM Training Center has a timed obstacle course where kids can compete against the clock and their friends as well as providing some information about their fitness and flexibility.

For pure entertainment, the Skyriders trampoline exhibition showcases the strength, flexibility, and skill of world class ski, snowboard, gymnastic, and trampoline athletes. In the Slackline Competition Area, pros flaunt their extraordinary balance and athleticism while executing tricky maneuvers on a single, wiggling cable. Kids can attempt to conquer the Slackline in the demo area.

As always, the Rocky Mountain Beer Garden offers adults a respite from the shopping and activities with a variety of local and regional craft brews.

Expo hours are noon to 10 p.m. on Friday, Nov. 16; 10 a.m. to 8 p.m. on Saturday, Nov. 17; and 10 a.m. to 6 p.m. on Sunday, Nov. 18. For additional details, visit [www.skisnowexpo.com/denver-expo](http://www.skisnowexpo.com/denver-expo).

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