

## SKI SHOWS CONTINUE TO BE a GREAT VALUE for CONSUMERS

SKIER NEWS, USA -- As the economy continues to fluctuate, saving money remains foremost for many Americans, and the results of bailout and stimulus deals weigh in the balance. Now, more than ever, skiers continue to look for a little high-altitude, snow-covered, downhill stimulation of their own. To help you on this quest, there is no better opportunity than a ski show, where you can visit with ski resort reps and equipment manufacturers. At shows this fall, expect the smartest resorts to fill their booths with info on great deals to help you plan an economical visit.

The key this year for your winter trip planning, as in past years, is to be flexible with your travel dates. If the snow is abundant, adjust your schedule and head to the slopes. Your options are to smartly plan ahead and have a little luck with the snowfall, or wait to the last minute, check the snow at your favorite resort and hope for a great last minute deal. This is not an easy task, but the information you gain from attending a ski show should certainly help.

Since we started SKIER NEWS in 1988, we have exhibited at various consumer ski shows across the U.S. We began with a show in Philadelphia in November 1988. Having never attended a ski show, we did not know what to expect. What we found then and what we still find today is a lively gathering of ski enthusiasts collectively wishing for a great ski season.

We continue to exhibit at ski shows every year, in Boston (Nov. 19-22), Chicago (Nov. 6-8) and San Jose (Nov. 13-15), where we give away free copies of SKIER NEWS and information about Subaru vehicles. We also answer skiers' and show-goers' questions about our favorite ski resorts. The shows have transformed from a

place to gather information and watch entertainment, to much more. Expect an exciting event where attendees get free lift tickets, discounted season passes, huge discounts on equipment and opportunities to book great travel deals with the resort of their choice.

Show-goers can still gather information on each resort and plan to leave with a voucher for a free lift ticket at almost every event. In addition to the potential of discount shopping, there is still entertainment at most shows with trampoline shows, skiing or snowboarding movies, fashion shows and much more. Plan to attend, and plan to

spend four or five hours absorbed in pre-ski season mania.

There are other shows around the country. Search online for an event near you. Mark your calendar, then dig through your closet, get out the sweatshirt of your favorite ski resort, and be sure to attend a ski show to be best prepared for a great ski season. The snow is already falling, and resorts are opening. It is going to be a great winter; plan for it.

We will see you in Chicago, San Jose and Boston, and look for our promotions and give-aways.

### Here is a listing of some of the shows for the major show producers in the U.S.

Oct. 16-18 - Harrisburg, Pa.

National Ski and Snowboard Expo, by Zedeck Productions, at Capital City Mall

Oct. 29-Nov. 1 - The Los Angeles, Calif.

Ski and Snowboard Expo, by Ski Dazzle, at the L.A. Convention Center

Nov. 6-8 - Chicago, Ill.

Ski and Snowboard Expo, by Ski Dazzle, at Rosemont's Donald Stevens Convention Center

Nov. 6-8 - Minneapolis, Minn.

Minnesota Ski & Snowboard Expo, by BEWI at Minneapolis Convention Center

Nov. 6-8 - Portland, Ore.

Ski & Snowboard Expo, by BEWI, at Portland Expo Center

Nov. 13-15 - Denver, Colo.

Ski & Snowboard Expo, by BEWI, at Colorado Convention Center

Nov. 13-15 - San Jose, Calif.

The Bay Area Ski & Snowboard Show, at San Jose Convention Center

Nov. 19-22 - The Boston, Mass.

Ski and Snowboard Expo, by BEWI, Bayside Expo Center

Nov. 20-22 - Seattle, Wash.

Ski and Snowboard Show, by BEWI, at Qwest Field Event Center

Nov. 21-22 - The Sacramento, Calif.

Ski and Snowboard Show, CAL Expo Fairgrounds

Here are the websites for the show producers:

[www.bewisports.com](http://www.bewisports.com)

[www.skidazzle.com](http://www.skidazzle.com)

[www.sacsnow.com](http://www.sacsnow.com)

[www.bayareasnowshow.com](http://www.bayareasnowshow.com)

[www.nationalskiexpo.com](http://www.nationalskiexpo.com)

## NORTH TAHOE PLANNING 2010 OLYMPIC HERITAGE CELEBRATION

NORTH LAKE TAHOE, CA/NV - Many say that the 1960 Winter Olympics put Lake Tahoe and Squaw Valley USA on the map. While the destination was quite likely to evolve on its own, playing host to the world's finest athletes during the first-ever televised games pushed Lake Tahoe into the international limelight. Nearly 50 years later, area residents and visitors are preparing to commemorate the event with an Olympic Heritage Celebration.

Locals and travelers will launch a season-long recognition of the area's Olympic heritage, which continues to instill a sense of cooperation, camaraderie, community and respectful competition. The festivities are set to begin January 2010 in honor of the spirit and legacy of the 1960 games and will include ten days of reenacted events, competitions (on the rink as well as the snow) and recognition of past and present local Olympians.

"There's a certain prestige to say you ski Lake Tahoe or are a Tahoe local, and that's directly related to our place in Olympic history," Andy Chapman, tourism director for the North Lake Tahoe Resort Association, said. "We've seen some amazing things happen here, and we've produced some of the world's finest winter athletes. It's only appropriate that we embrace this very important part of who we are."

The inaugural celebration, whose theme is "Share the Spirit," will also launch the Squaw Valley Museum. The museum is scheduled for completion in 2012 and will combine exhibits and artifacts from the 1960 Winter Olympics, as well as showcase western winter sports heritage. As a center for the celebration of snow sports and mountain culture, the Squaw Valley Museum will pay tribute to the pioneers of winter sports in the Sierra and honor the athletes who pursued Olympic excellence.

North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. For lodging reservations, recreation and event details, call North Lake Tahoe at 1-877-949-3296 or visit [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)

You will also find more info at [www.skiernews.net/Tahoe2010](http://www.skiernews.net/Tahoe2010)

 **Ski Village Resorts**  
1-888-972-8200  
[www.skivillageresorts.com](http://www.skivillageresorts.com)

*Locations You Want  
For The Escape  
You Need™*

### We Offer The Most Popular Breckenridge Properties:

- Beaver Run Resort
- Crystal Peak Lodge
- Placer Ridge
- Saddlewood Townhomes
- Cedars
- Tyra
- One Breck Place
- Cimarron
- Trails End
- The Corral
- The Village at Breckenridge
- Chimney Ridge
- Highlander
- The Settlement
- Sundowner II
- Mountaineer
- Los Pinos Townhomes
- Miner's Candle
- Park Place
- Mountain Thunder Lodge
- Elk Ridge
- River Mountain Lodge
- Main Street Junction
- Der Steiermark
- The Retreat
- Sawmill Creek

SKI VILLAGE RESORTS

PHONE (970) 453-8200 [skivillage@colorado.net](mailto:skivillage@colorado.net)  
109 N. Main Street • Breckenridge, Colorado

