



FOR IMMEDIATE RELEASE

Snow lovers prepare for a winter wonderland at the Toronto Ski, Snowboard & Travel Show Oct 13-16

TORONTO – September 7, 2011 – The sweltering days of summer are coming to an end and it's only a matter of time before winter enthusiasts lay fresh tracks on the slopes. And what better way to gear-up for this year's snow season than by taking in the action at the **2011 Toronto Ski, Snowboard & Travel Show**, back for its 39th year at the **Better Living Centre, Exhibition Place**.

Premiering for the first time ever, displaying jaw dropping, edge of your seat, live entertainment, is the Jib Jam – a mini indoor snowboard park – where experts will demonstrate tricks and show off skills that will make you do a double take. Attendees also have a chance to win one of fifteen 'TSki Trail Pass Stay and Play Giveaways'. A ballot is drawn for a winner every two hours from open to close of the show!

Each year the Toronto Ski, Snowboard & Travel Show offers winter lovers a chance to preview the latest in equipment, fashion, travel and more.

"The Toronto Ski, Snowboard & Travel Show brings the pure joy and excitement of winter sports to life," says Mitch Ostapchuck, Show Manager. "We are excited to bring ski and snowboard enthusiasts, both novice and expert, together for this one of a kind experience."

With more than 200 exhibitors, the show caters to pros and eager beginners alike. Visitors can check out the newest equipment from retailers representing Head, Burton, Rossignol, Atomic, Flow, Columbia, Phenix, Avalanche, Sims, K2, Salomon, Dalbello, Nordica, Carrera, Spy, Oakley and Kombi. More than 100 resorts from around the world are represented at the show, offering vacations of a lifetime in a winter wonderland of your choice.

What:

The 2011 Toronto Ski, Snowboard & Travel Show

When:

Thursday, October 13th, 3:00 p.m. – 10:00 p.m.

Friday, October 14th, 12:00 p.m. – 10:00 p.m.

Saturday, October 15th, 10:00 a.m. – 9:00 p.m.

Sunday, October 16th, 10:00 a.m. – 6:00 p.m.

Where:

Better Living Centre, Exhibition Place



Details:

Adults: \$18.00; Juniors: \$13.00 (Ages 6 to 15); Seniors: \$13.00 (Age 60+)
Children (under six years): Free when accompanied by an adult
Family Pass: \$50.00 (two adults & two juniors)

Complete show information is available at: www.torontoskishow.com
and www.snowboardshow.ca

About:

The Toronto Ski, Snowboard & Travel Show is produced by the Canadian National Sportsmen's Shows (CNSS), a non-profit corporation that has provided ski related grants to organizations including the Canadian Ski Instructor's Alliance; the National Recreation Skier Development Fund and Canada Ski West safety brochures. Major contributions have also been made to the Ontario Snow Resorts Association (OSRA) and the Canadian Ski Patrol System (CSPS).

About CNSS:

Canadian National Sportsmen's Shows (CNSS) is a non-profit corporation and the largest producer of boat, fishing, sportsmen's, ski, outdoor and motorcycle shows in Canada. Through its family of shows, the corporation raises funds to ensure that generations of young Canadians can benefit from Canada's outdoors. Since the first show held in 1948, more than \$32 million has been committed to these causes.

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For more information and to receive show updates contact:

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