

Ski, Snowboard & Travel Show Catches Big Air... Rides into Better Living Centre

TORONTO – May 29, 2008 – Snow bunnies, backcountry boarders, extreme skiers and novices alike are ready to be propelled to new heights at the **Toronto Ski, Snowboard & Travel Show, October 16-19, 2008** at the **Better Living Centre, Exhibition Place**.

This year it's all about *Altitude* as the show will feature "big air" acts including trampoline feats, skateboarders and rollerbladers, a Quarter Pipe and off axis flipping and dancing. The performers will sport the latest in snow gear and apparel showcasing for spectators the upcoming season's hottest trends.

"Who says bigger isn't better. We've moved to a bigger location, we're the biggest show of our kind in North America and we have brought in big feature performances that are all about altitude," said Harley Austin, Show Manager. "We're excited and anticipate a record number of attendees at this year's show".

The show is a one-stop shop for skiers and snowboarders and Canada's largest "snow show" featuring ski and snowboard travel destinations, equipment, clothing, lifestyle information and related products and services.

What: The Toronto Ski, Snowboard & Travel Show

When:

Thursday, October 16th, 3:00 p.m. – 10:00 p.m.

Friday, October 17th, 12:00 p.m. – 10:00 p.m.

Saturday, October 18th, 10:00 a.m. – 9:00 p.m.

Sunday, October 19th, 10:00 a.m. – 6:00 p.m.

Where: Better Living Centre, Exhibition Place

Details:

Adults: \$15.00; Juniors: \$10.00 (Ages 6 to 15); Seniors: \$10.00 (Age 60+)

Children (under six years): Free when accompanied by an adult

Family Pass: \$39.00 (two adults & two juniors)

The Toronto Ski, Snowboard & Travel Show features the latest in equipment, fashion, resorts and travel advice. 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 to skiers and snowboarders.

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

For more information and to receive show updates contact:

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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 \$30,000,000 has been committed to these causes.