



BOBSKIS - REINVENTING THE SLEDGE AT THE BRITISH SKI + BOARD SHOW 2011

If you're looking to have some fun a little closer to home and take full advantage of some of the harsh Winter weather that we've been experiencing here in the UK over the last couple of years, then there's never been a better time to try Bobskis. Hours of fun for kids and adults alike Bobskis replaces the traditional heavy wooden sledge and flimsy plastic counterparts with its PolarPol™ lightweight, durable and sleek eye catching design.

Available for the first time to purchase at The British Ski + Board Show, which takes place at Birmingham NEC from 28th-30th October, Bobskis come in two sizes. The small Bobskis (RRP £45) measuring 1050mm x 240mm and weighing just 1.5kg can accommodate one person whilst the larger scale version at 1200mm and 1.7kg is big enough for two (RRP £55).

Designed and produced in Britain, the Bobskis idea came about when designer Keith Handy and co-founder Elly Reeve wanted a sledge that worked in even the most challenging conditions. Elly explains: "Living in Central England we don't ordinarily see much snow and our boys were always keen to get out and play at the slightest sprinkling. Inspired by bobsleighs, snowboards and skis, we wanted a practical design that would work on minimal snow coverage and gentle slopes. The first Bobskis prototype was born and friends and neighbours were queuing up to give it a go.

"Since then we put a lot of time and effort into developing the Bobskis to bring it to market but we are extremely happy with the end result being ideal for UK conditions as well as in more full-on snow conditions and Alpine locations. You don't need a steep slope, and you don't need much snow. Bobskis go really well on gentle slopes, making it possible to go sledging in many more places."

The Bobskis can be used kneeling, sitting or lying down and is seriously fast but easy to steer making it great for stunts and fantastic fun. Just grab the rope and go!

To find out more about Bobskis and purchase at a special reduced price visit their stand at the British Ski + Board Show, sponsored by the Daily Telegraph, open from 12noon until 8pm on Friday 28th October. It is open from 10am until 6pm on Saturday 29th October and Sunday 30th October. Adult tickets for Saturday and Sunday are priced at £10 in advance or £12 on the door. For more information, the latest updates or to book tickets, visit www.britishskiandboardshow.co.uk or telephone the booking line on 0844 581 0734

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