



VISIT THE UK'S MOST INTERACTIVE WINTER SPORTS EVENT - THE BRITISH SKI AND BOARD SHOW 2011

The 2011 British Ski and Board Show, the UK's most interactive winter sports show, returns to Birmingham's NEC from Friday 28th to Sunday 30th October. Whether creating tracks for the first time or a seasoned expert, find the latest information, advice and products to optimise your winter holiday with resorts from all over the World.

If taking to the snow for the first time or just looking to finely tune that parallel turn then the indoor Skills Slope gives an ideal opportunity to gain expert tuition from skilled instructors. If getting air is more preferable then the Big Air Freestyle Show will have spectators transfixed as the team perform some amazing tricks and jumps during what will be their only UK performance during 2011. Visitors to the show have the opportunity to try their skills on the Ice Climbing Challenge utilising two specially created faux ice walls.

Check out the latest fashions at the biggest ski shopping area enabling the visitor to gain expert advice before purchasing the latest clothing, equipment and gadgets. It also provides a one-stop shop for those looking to book a winter break by offering hotel, self-catering, chalet and resort information.

With plenty of advice on offer in the form of the Talk Theatre and the adrenalin fuelled Adventure Winter Film Festival there's plenty to keep the visitor entertained. Food is in abundance with cuisine from around the World on offer to really tantalise those tastes buds.

The British Ski and Board Show, sponsored by the Daily Telegraph, is open from 12noon until 8pm on Friday and 10am until 6pm on Saturday and Sunday. Tickets are now on sale and prices range from as little as £6.50 for adults when purchased in advance and child tickets costing £2.50 each throughout the show. 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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