



START YOUR WEEKEND EARLY AND 'SLOPE OFF FRIDAY' AT THE BRITISH SKI + BOARD SHOW 2011

The British Ski + Board Show are giving you the chance to come and have some fun at 'Slope Off Friday'. The show gets underway at Birmingham NEC on midday on Friday 28th October so, with an advance purchase adult ticket costing just £6.50 (£7.00 on the door), why not start the weekend early and head to the show for some winter sport fun!

Looking to let off some steam? Why not try our Rock Climb Challenge on specially created rock walls with instructors on hand to guide you. Then you can fine-tune your style on the Skills Slope, offering free lessons in skiing and snowboarding (book early to avoid disappointment).

Wanting to start your retail therapy early? No problem. With an abundance of snow-focused retailing on offer this is the place to start your winter season wardrobe. Whether you want to look cool on the slopes or you want to impress your mates with the latest gadget or gizmo then search no more.

If the boss needs convincing to down tools and have some fun, then there are meeting and conference areas on offer complete with mountain food to fit the bill. If you're looking for an alternative and inexpensive team-building event, then the British Ski + Board Show provides an excellent playground with equipment provided for both the Rock Climb Challenge and Skills Slope.

Kids are bored and want something exciting to do...then what better alternative can you offer on a cold October afternoon at just £2.50 per child? There's the Big Air Freestyle Show for the adrenaline junkies with riders from around the world demonstrating their skills on the snow. With performances from Olympic, Europa and World Cup Champions watch as these skilled riders take to the air and nail that all-important landing. The British Ski + Board Show is also the best place to book your winter getaway with discounts and show special offers from many of the leading and independent holiday operators.

The British Ski + Board Show, sponsored by the Daily Telegraph, is 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

- Ends -

All features and appearances are subject to change and correct at the time of issue

**For further information and images, press accreditation or media enquiries, please contact:
Andrea Seed, PR Director, Poppyseed Media Ltd Tel: 0121 224 7455, Mobile: 07812 010 765,
Email: andrea@poppyseedmedia.co.uk**