



TORONTO SNOW SHOW KICKS OFF WINTER 2016 *44th years of exciting ideas and tips to usher in the winter season*

TORONTO (September, 2016) – With snow in the not-so-distant future, it's time for Canadians to embrace Winter. From ski and snowboard enthusiasts who simply can't wait for winter, to families of all ages who want to tackle winter in a fun and affordable way, the show is ready to help you prepare for everything snow related.

The International Center in Mississauga will again play host for the Toronto Snow Show as they usher in the 2016-17 snow season to an expected 30,000 consumers. From insights into the latest-and-greatest products, travel opportunities, to finding a great deal with the many retail exhibitors – or through Canada's biggest ski and snowboard swap – there is something for everyone. It's a great place to gear up for winter, book your winter holiday or simply be surrounded with people who love the cooler months.

"The anticipation of the ski season is what so many of us look forward to each year," said Larisa Yurkiw, a former World Cup ski-racing star who retired from the sport last May. "We certainly want to see all the avid snowsports fans, wannabes and families down here. It's a great way to spend a few hours getting to know what is going on in the industry before the season."

In addition to the equipment, travel and retail exhibitors, the Toronto Snow Show has a number of interactive elements that the entire family can enjoy, including:

Athlete appearances: Phil Casabon, Trevor Niblett and Calynn Irwin

Raised in Shawinigan, Quebec, growing up right next to a small ski resort called Vallée du Parc, Phil Casabon, aka Bdog, started in ski racing programs before jumping over the freeskiing. Today, his super-smooth style has him at the fore of modern skiing's park, urban and backcountry progression with a technique that's uniquely his. Casabon will be doing autographs at the #snowshow16 Lounge and also performing at the Rockstar Energy Drink Pro-Am Rail Jam. **Also**, members of the Canadian Snowboard Halfpipe Team, Trevor Niblett and Calynn Irwin will also make an appearance at the show! Check out the schedule [HERE](#)

Manboys at the Show!

#snowshow16 and King Snow Snowboard Magazine & Forecast Ski Magazine are excited to have the stars of the upcoming film, the Man Boys Movie, at the show! Antonin Chamberland, Craig McMorris and Mark Sollors will make a special appearance promoting their upcoming film, the Man Boys Movie, in the Toronto Snow Show Lounge!

Rockstar Energy Drink Pro-Am Rail Jam: An outdoor park where Canada's top pro and amateur snowboarders and skiers take to the Rail Jam to show the audience what they're

made of. This highly acclaimed sporting event is FREE and runs with scheduled times for the duration of the show.

The Burton Riglet Park: A unique learning environment with animation and tools to engage kids to learn snowboarding in a fun way while utilizing gear designed and developed for making snowboarding easier for kids.

Snow Valley Tube Rides: A mobile tubing experience where families can try out the remote tube station that replicates tubing down a mountain.

Canada's Largest Ski & Board Swap 2016: The Canadian Ski Patrol will once again hold their largest ski and snowboard swap at the 2016 show. Over 2,000 brand new non-current & pre-owned skis, boards, boots & accessories will be available for purchase.

FREE Grade 4/5 Canada Wide Ski Pass - Want to ski and snowboard this winter? The Canadian Ski Council's SnowPass™ lets you ski and snowboard three times at EACH participating ski area for \$29.95. Bonus, if you buy a family pass to the Snow Show your child gets a FREE Grade 4/5 pass!

RAM Ride & Drive: It's the perfect time to test drive a RAM truck and discover one of the best snow vehicles on the market. As an added bonus, show participants will receive a free \$10.00 Esso gift card with each test drive.

ONTARIO Zone: The Ontario Zone will be jam packed with travel information, resort deals, lift passes and more! Make sure to pick up your Buy-One-Get-One-Free ticket deal offered through the Ontario Snow Resorts Association.

What	The 2016 Toronto Snow Show
When	Thursday, October 13: 3pm - 10pm Friday, October 14: 12pm - 10pm Saturday, October 15: 10am - 8pm Sunday, October 16: 10am - 6pm
Where	The International Centre, Hall 5, 6900 Airport Road, Mississauga
Parking	Free
Admission	Adults (Age 18-64) - \$18.00 Juniors(Age 11-17) - \$10.00 Seniors (Age 65+) - \$10.00 Children (10 and under) - Free with an Adult Family Pass - (2 Adults +2 Juniors) - \$45.00 (free grade 4/5 SnowPass with the purchase of a family pass valued at \$29.95) Taxes or surcharges included

Complete Show information is available at: <http://torontosnowshow.com/>, or follow us on Twitter [@TorontoSnowShow](#) and like us on [Facebook](#).

About the Toronto Snow Show

The Toronto Snow Show, the largest ski and snowboard Show of its kind in Canada, formerly the Toronto Ski, Snowboard & Travel Show will be held at the International Centre. The Show is produced by the Canadian National Sportsmen's Shows (CNSS) and the Canadian Ski Council. It is dedicated to preserving and supporting the Canadian ski industry.

For media requests or accreditation, please contact:

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