



Ski Dazzle® -- the Los Angeles Ski Show & Snowboard Expo® Celebrates 60 Years

Up to 70% off Winter Sports Gear, Free Lift Tickets, Indoor Ski Lessons, and Fun for All Ages

LOS ANGELES – (November 16, 2023) – This year, [Ski Dazzle](#), the Los Angeles Ski Show & Snowboard Winter Expo is celebrating 60 years of offering incredible shopping bargains and money-saving specials to ski and snowboard enthusiasts. For three days only, Ski Dazzle will feature nearly four football fields of bargains from ski and snowboard retailers, snow industry exhibitors, popular winter resorts and even some “after snow season” options for Southern California active sports enthusiasts. The show will take place at the Los Angeles Convention Center Friday, December 8 through Sunday, December 10, 2023.

Attendees will receive a free lift ticket offer which includes your choice of four resorts -- Snow Valley, Mt. High, Mt. Baldy or Brian Head Resort (up to \$230 value), with the purchase of a regular admission (some restrictions apply). Celebrating its 60th anniversary, Ski Dazzle is the longest running consumer show at the Los Angeles Convention Center.

This family-friendly show will also feature season pass specials, free entertainment, informative seminars, demos, a retro Fashion Show and ski and snowboard films. Free with show admission, daily events include beginner ski lessons for all ages on the 60-foot-long Mt. High Resort Ski School Ramp; a two-story high climbing wall to test pre-season fitness; TINCUP Whiskey tastings (21 years or older); RAD e-Bike and Demo Area; 60 Years of Skiing Fashion Show featuring models and alumni from Fashion Institute of Design & Merchandise; and more.

Holiday shopping has never been better than at Ski Dazzle. Over \$6 million dollars of bargains on brand-name ski and snowboard gear from K2, Burton, Columbia, Descente, Spyder, Ride, Nordica, Rossignol, Salomon, LibTech, and Tecnica will be on sale [up to 70% off in the giant sale area](#) or offered at exhibitor booths on the show floor. Retailers including Attic Skate Shop, Bill's Sports, Beconta Fashions, Get Outdoors 365, Hughes Ski Hut, MJfornia, Rack N Road, SbShellz Apparel, Ski Pro Sports, Sports LTD, SoCal Gear, and Don Subtle clothing will provide attendees with a convenient one-stop shopping experience.

Thirsty ? —no problem! Take a break and grab a brew, cocktail or soda in the [Ski Dazzle Beer Garden](#). During the show, popular SoCal Radio DJ's and Street Teams will help kick off the ski season with mountains of free lift tickets, swag, and prizes.

Mega multi-resort season pass deals cover benefits at literally dozens of local, national, and international resorts. For SoCal skiers and boarders, the **Ikon Pass** is the dream ticket that includes Bear Mountain, Snow Summit, Snow Valley, Mammoth Mountain, June Mountain, and Palisades Tahoe in California, and multiple days at 50 of the top resorts in the world including Aspen-Snowmass, Deer Valley, Jackson Hole, Snowbird, Alta, and Steamboat as well as Zermatt, Kitzbuehl, Chamoniz-Mt. Blanc, and more, all on one pass! IKON Pass is offering a bonus free beer, hard seltzer or soda for Ikon pass holders who bring their pass to the Ikon booth at the Ski Dazzle show.

Participating sponsors of the 2023 Ski Dazzle include TINCUP Whiskey, Mt. High Resort, T-Mobile, and Advanced Air Airlines. Lift ticket offer sponsors are Brian Head Resort, Mt. Baldy, Mt. High Resort and Snow Valley Resort. The show will be open to the public Friday, December 8 through Sunday, December 10, 2023, at the Los Angeles Convention Center (Kentia South Hall), located at 1201 South Figueroa, Los Angeles, CA 90015. Show hours are Friday from 3 p.m. to 10 p.m., Saturday from 11 a.m. to 10 p.m., and Sunday from 12 p.m. to 6 p.m. Admission is \$22 for adults and includes a free lift ticket offer (up to \$230 value) and \$50 for adults' special [Early Entry into Sale Area](#) and more special VIP benefits (some restrictions apply). Children 12 and under are FREE (no lift ticket offer), when accompanied by an adult. Tickets can be purchased in advance at www.skidazzle.com, or onsite with credit or cash.

About Ski Dazzle

Ski Dazzle is the nation's largest annual consumer ski and snowboard show and sale. This family-friendly event features winter and active sport exhibitors, show specials, season pass and lift ticket specials, audience participation events, contests, prizes, seminars, and free beginner ski school pro instructors right at the show. Ski Dazzle® is the longest running consumer event at the L.A Convention Center and is celebrating its 60th year. For more information, visit www.skidazzle.com. Follow [@skidazzleshow](#) on Facebook and [@skidazzleshow](#) on Instagram and [TeamSkiDazzle](#) on YouTube.

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