

# Ski Dazzle® Winter Expo & Sale

LOS ANGELES CONVENTION CENTER • December 6, 7, & 8, 2024

**FOR IMMEDIATE RELEASE - LOS ANGELES, CA –NOVEMBER 2024**

**Ski Dazzle® Winter Expo - The Los Angeles Ski Show & Snowboard Expo® & Sale<sup>®</sup> is celebrating its 61st year. Three days only - December 6, 7 & 8, 2024 at the Los Angeles Convention Center.**

Billed as the nation's largest annual consumer ski and snowboard event, the *Ski Dazzle Winter Expo and Sale* is a three day "lifestyle event" anticipating more than 40,000 enthusiastic skiers and snowboarders to converge in downtown Los Angeles at THE annual kick-off of the winter ski & snowboard season in Southern California.

The Ski Dazzle®-Winter Expo & Sale encompasses over three football fields of floor space offering the best brands in skiing and snowboarding. Looking for new skis, boots, or snowboards? We've got you covered with top-tier gear all under one roof with gear experts to help you find fit and fashion.

Southern California Helpful Honda Dealers will be showcasing their new models and passing out surprise gift cards. Christmas is near and Santa wants to remind skiers and snowboarders of the holiday shopping bargains, and money-saving Show Specials that will be offered by retailer booths. Popular winter resorts will have lift tickets, season pass deals and lodging packages, too.

A free Lift Ticket Offer valued up to \$120.00 to Snow Valley, Mt. High, or Mt. Baldy Resort together with a Palisades Tahoe bonus offer that allows access to season long savings worth hundreds of dollars. These offers are only available with adult admission to Ski Dazzle. *Some restrictions apply, see website for details.*

Once inside the show, there is plenty to see and do with free entertainment and holiday shopping bargains for all ages.

Millions of Dollars of ski and snowboard gear to choose from at up to 70% off from brand names like Burton, K2, Solomon, Nordica, Atomic, Elan, Head, Fischer, Rossignol, Lib Tech, Battalion, Nidecker, Thirtytwo, Rome, Ride, Sims, and more.

Christmas gifts and killer deals can be had on snow sports clothing and accessories by Helly Hansen, Quicksilver, 686, Oneill, Roxy, Head, Spyder, Smith, Spy, Dragon, VonZipper, Howl, and Hestra. Just a sample of some of the top name brands available to shop.

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Family-friendly events keep the fun going with ski and snowboard lessons, right at the show. You can book a training session with professional instructors on the Revolution Snow Sports Deck – a revolving carpet training deck. Or take a stress-free beginner ski lesson for all ages on the giant Mt. High Ski School Ramp with professional instructors and gear. There is a Free Climbing Wall where attendees can enter the fastest Speed Climb and a chance to win the \$250 cash prize. New this year, your kiddos can take a skateboard session on *Innovative Sports'* Portable quarter-ramp debuting at the show. Helmets and boards will be provided.

Want more? There are fast & fun Seminars with hundreds of dollars of great prizes for audience participation and a fun-for-all *Tire Chain Installation Contest™* to challenge a family member, friend, or buddy for bragging rights while qualifying to win the \$250 cash prize for overall fastest show time.

DJ “Slip Matt” from Big Bear, hosts at the Beer Garden where you can take a break or plot and plan your next ski trip while “quaffing an ale” and listening to some great tunes with friends.

Not done yet! It’s your last chance to pick up an Ikon Pass offer at the show! AND if you wear your current 24/25 Ikon Pass, you’ll get a FREE beer at the Ikon Pass Bar.

All show admission purchasers are automatically entered in the \$2,000 Grand Prize sweepstakes of a round-trip for two air fare from L.A to Mammoth Lakes. Compliments of *Advanced Air* who offers 3 times weekly non-stop flights from Hawthorne & Carlsbad. Winners will “fly like a boss” from the Private Jet Center at L.A. Hawthorne Airport knowing that approximately one hour and 20 minutes after takeoff, they will land at Mammoth Lakes Airport ready to celebrate in style.

All here. All fun. To save you money. Don’t miss it!

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***Ski Dazzle Winter Expo - The Los Angeles Ski Show & Snowboard Expo® & Sale***

*“One-Stop Shopping! Non-Stop Fun!”™*

An event BY skiers & riders, FOR skiers & riders.

**SKI DAZZLE® FAST FACTS:**

**WHAT:**

***Ski Dazzle® - The Los Angeles Ski Show & Snowboard Expo® & Sale***

61st Anniversary of The Nation’s Largest Annual Winter Consumer Ski & Snowboard Show & Sale

**WHERE:**

**Los Angeles Convention Center**

South Hall – Kentia Lobby

1201 S. Figueroa Street

**(PARK AT SOUTH HALL)**

Los Angeles, California 90015

(213) 741-1151

**WHEN:**

**DECEMBER 6, 7, 8, 2024**

**HOURS:**

Friday Dec. 6

3:00 pm - 10:00 pm

**Saturday Dec. 7**

11:00 am - 10:00pm

**Sunday Dec. 8**

12 Noon - 6:00 pm

**PRICE: \$ 22.00** REGULAR ADMISSION (Adult or Child 13 & Older)

**\*\*INCLUDES A Maximum Value Bonus of...**

Offer Up to \$120.00 value

Your choice of Mt. High OR Mt. Baldy OR Snow Valley Lift Ticket Offer.

Plus, a Palisades Tahoe Bonus Offer Card for season long savings.

NOTE: You must come to the show to get these free Lift Ticket Offers with adult admission.

**FREE ADMISSION:**

Children 12 years & Under (No Lift Ticket Bonus)

**ON-LINE TICKETS & INFO:**

[www.SkiDazzle.com](http://www.SkiDazzle.com)

**NEED HELP?**

[help@SkiDazzle.com](mailto:help@SkiDazzle.com)

**About Ski Dazzle®**

Based in Orange County, California, Ski Dazzle has been producing live and televised consumer shows and events for the ski and snowboard industry for over 45 years. Ski Dazzle offers direct-to-consumer marketing and sales for resorts and retailers coupled with shopping opportunities, information, and entertainment to help grow winter sports in a fun and convenient location. A diverse consumer audience of all ages and abilities come to meet directly with ski and snowboard industry experts each fall to access and engage in the sport of skiing and snowboarding more easily

**PRESS ONLY CONTACT:**

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