



LOS ANGELES CONVENTION CENTER • December 5, 6, & 7, 2025

FOR IMMEDIATE RELEASE - LOS ANGELES, CA - OCTOBER 2025

***Ski Dazzle® Winter Expo & Sale™* - The Los Angeles Ski Show and Snowboard Expo® returns for its 62nd year December 5, 6 & 7, 2025 at the Los Angeles Convention Center.**

Billed as the nation's largest annual consumer ski and snowboard event, the *Ski Dazzle Winter Expo & 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.

NEW this year, a free Lift Ticket Offer valued up to \$900.00. General admission ticket holders receive ALL SEVEN (7) lift ticket offers for the 2025/26 season offered by Mt. High, Snow Valley, Mt. Baldy, Bear Valley, Dodge Ridge, China Peak and Palisades Tahoe. Bring a photo ID and register for your Ski Dazzle Membership Card, right on the spot, at the Lift Ticket Redemption Center next to the Mt. High Ski School

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

One-stop shopping and non-stop fun are offered with deals on lift tickets, season passes and name brand equipment, clothing and accessories from names like Burton, K2, Solomon, Nordica, Atomic, Elan, Head, Fischer,

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Rossignol, Lib Tech, Battalion, Nidecker, Thirtytwo, Rome, Ride, Sims, and more.

Whether you are looking for new skis, boots, snowboards, clothing, gloves, helmets or accessories, we've got you covered in the Million Dollar Sale with top-tier new gear up to 70% off.

NEW this year, we are inviting everyone to sell their "gently used" skis, snowboards, and boots in a special sale area where shoppers can save purchasing your recycled equipment. If you want to participate, register online at SkiDazzle.com/ski-dazzle-swap/ for instructions on how to drop them off on Friday, Dec 5 or Saturday Dec 6.

Family-friendly events keep the fun going with ski and snowboard lessons, right at the show. You can book a mini-training session with professional instructors on the *Revolution Snowsports* Deck – a revolving 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. Returning this year, your kiddos can take a skateboard session on *Innovative Sports'* Portable quarter-ramp. Helmets and boards will be provided.

NEW this year, and exclusively at Ski Dazzle, there is more fun and some serious challenges for all levels of riders at the *SkyTechSport* "Virtual AI stations". You can compete with a friend on the "Balance Play Pro System" where you stand on a "smart platform" while you ski or snowboard, watching your downhill progress via a large screen. Every movement is translated into a thrilling virtual descent through stunning backcountry terrain. This amazing interactive system uses the same proprietary technology that is created by *SkyTechSport* who map, stage and build training platforms used by current Olympic & Worldcup athletes from the U.S., Canada, and across Europe

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More free fun and a chance to win \$300.00 for best show time at our famous *Tire Chain Installation Contest™* sponsored by the *California Highway Patrol* who are there to coach and cajole as needed, while offering winter driving and safety tips for all who travel to the mountains.

New this year, the Saturday night Far West Ski Association “*Ugly Christmas Sweater Contest*”, held Saturday night at 6:30pm. (Registration begins at 6pm). Competitors will strut their ugly sweater treasures and compete to win prizes like, cash, Ski Dazzle Dollars™ for use in the \$Million Dollar Sale Area of the Show, and more prize surprises.

Ski Dazzle Winter Expo & Sale™ is all under one roof, but it's only 3 days. Don't miss out on winter gear and offers up to 70% off. Kids 12 years and under are free with adult or guardian admission. Money-saving Show Specials at ski and snowboard retailer booths, and friendly winter resorts who offer lift ticket packs and lodging deals . A final heads up — this is the last chance to buy an Ikon Pass or Cali Pass at a discount on their season passes!

Ski Dazzle® - It's “ A Party With A Purpose™” and you're invited!

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SKI DAZZLE FAQ'S

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.

WHAT:

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

62nd 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

Los Angeles, California 90015

(213) 741-1151

(PARK AT SOUTH HALL)

WHEN:

DECEMBER 5, 6, 7, 2025

HOURS:

Friday Dec. 6

3:00 pm - 10:00 pm

Saturday Dec. 7

11:00 am - 9:00pm

Sunday Dec. 8

12 Noon - 6:00 pm

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

****INCLUDES FREE Lift Ticket Offers**

Valued at over \$900

Pick ALL from: Mt. High, Snow Valley, Mt. Baldy, Bear Valley, Dodge Ridge, China Peak, and Palisades Tahoe

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

NEED HELP?

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 47 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 downtown Los Angeles 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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Working Press are invited to attend this Event for Free.

Contact above for your Press Pass

We only ask that you write and publish a story about our Event and provide a copy

