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MEDIA ADVISORY

Winter Trails Offers Free Snowshoeing and Cross Country Skiing
January 11, 2014 is Winter Trails Day in the U.S.

WHAT: Join us for the 19th annual Winter Trails Day, Saturday January 11, 2014, for a day of free snowshoeing and cross country skiing.

If you are new to winter sports, snowshoe and cross country are easy to learn and fun for all ages making them perfect for families and groups and they are a great way to get some exercise. Burn up to 600 calories in an hour! We'll have the experts and the equipment on hand to help you get started, all you have to do is show up ready to have fun.

Discover your new winter passion. Information is at **Wintertrails.org**.

WHO: Winter Trails is organized by SnowSports Industries America (SIA), the national non-profit member-owned trade association that represents suppliers of consumer snow sports products with constituents in the retail, rep and resort communities. It is supported by the Cross Country Ski Areas Association, the American Hiking Society and sponsoring snow sports companies.

WHERE: More than 100 locations throughout the U.S. Details are updated on Wintertrails.org.

WHEN: Most events take place on January 11, 2014. Some are scheduled on alternate dates. The Estes Park, Colorado event is January 18, 2014. Details are updated on Wintertrails.org.

WHY: Snowshoeing and cross country skiing are two excellent winter outdoor activities that can be enjoyed by individuals, groups of friends and family members. They are affordable, easy to learn and they provide moderate to vigorous exercise, depending on an individual's effort. With obesity rates in the U.S. at an all time high, Winter Trails can introduce active and not so active children and adults to sports that provide winter outdoor recreation. In 2011, more than 11,250 people participated in Winter Trails events.

SPONSORS: Atlas Snowshoes, Cross Country Skier Magazine, Fischer Skis, Madshus Skis, Mountain Safety Research (MSR), Rossignol, SkiTrax, Snowshoe Magazine, Swix, Tubbs, Whitewoods and XC Ski Resorts

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