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## Winter Trails Events to Demo Current Equipment

*Annual Winter Trails Day this Saturday Will Showcase New Technologies in Snowshoe and Cross Country Ski Equipment*

**WASHINGTON, DC, (January 4, 2012)** – The annual nation-wide event – [Winter Trails Day](#) – is scheduled for this Saturday, January 7, 2012 at over 80 locations nationwide. Winter Trails is a national event series designed to introduce individuals, families and groups to snowshoeing and cross country skiing. What makes this series truly unique is that most locations are providing gear utilizing the most current technology. Much like electronics, snowshoes and cross country ski equipment have evolved over the last several years and the positive changes have made learning the two sports easier and more fun than ever before.

“The learning curve is much different now and success comes far earlier than even before,” said Reese Brown, SIA Nordic Director. “The new technology has made the equipment perform better making the learning experience far more enjoyable.”

The Winter Trails sponsors work tirelessly to design ever better products to provide better stability and ease of use. Specifics by brand include:

### **Cross Country Ski Sponsors:**

- [Alpina Sports](#) – Alpina has added a number of fit and comfort enhancements to its boots such as thinsulate in the toe box areas and a touch of “blouse” to the boot cover.
- [Atomic Ski](#) – The Atomic new waxless patterns make it much easier for a beginner to get good grip while maintaining fun and fast glide.
- [Fischer Skis](#) – Fischer uses a revolutionary warming lining material with wool for feet that are sensitive to the cold. Ensures feet also stay warm without feeling moist on longer outings.
- [Madshus](#) – A MultiGrip (MG) base is Madshus' standard waxless base with a constant scale pattern along the whole length of the ski. This base will provide excellent grip in all snow conditions.
- [Rossignol](#) – With a focus on X/C boots, Rossignol is employing new technology and materials that deliver warmer and more comfortable-fitting boots for all-day performance.
- [Salomon Sports](#) – Salomon has a unique G2 Micro base treatment that is used on the full base on the Equipe G2 and the midsection on the Elite G2. For a skier just starting out it allows them to use a noiseless lightweight track ski with good glide, fantastic grip and speed control. A great safety offer for new skiers learning to classic in track.
- [Swix](#) – Combining the most advanced materials and technology available today, Swix is introducing the Swix Triac® a pole, stiffer, stronger and lighter than any Nordic poles ever designed.
- [White Woods](#) – Whitewoods Nordic equipment was designed to make your journey as enjoyable as possible. All products are made from efficient and lightweight materials to ensure that your focus is on the journey.

## Snowshoe Sponsors:

- [Atlas](#) – The snowshoes built today are the most technical, dependable snowshoes around, with technology that enhances winter, rather than overpowering or complicating it.
- [Crescent Moon](#) – The most important part of any snowshoe is the binding, and the award winning Gold series of shoes features the "**best binding**" on the market, called the SPL (single-pull-loop) adjustable binding, and guarantees you a lifetime of outstanding snowshoe experiences
- [MSR Snowshoes](#) – MSR snowshoes offer outstanding traction on every model, resulting in a far more enjoyable experience with the increased efficiency of solid, no-slip footing and the confidence to go anywhere.
- [Tubbs](#) – Tubbs Snowshoes is the leading manufacturer of lightweight, versatile snowshoes for men, women and children. Now based in Seattle, Washington, Tubbs continues to lead the snowshoeing industry through a deep understanding of the sport and constant technological innovation.
- [White Woods](#) – The universal binding will quickly adjust to almost any of your favorite small or large warm winter boots. The oversized crampons ensure the grip and traction in any snow conditions.

Winter Trails locations, hours and offerings are posted at [WinterTrails.org](#) as they are announced. Venues include alpine resorts, Nordic centers, state parks, National Park Service and U.S. Forest Service land. Details accompany each event's listing on the Winter Trails website. Advanced registration is suggested, but many sites also offer on-site registration. Check the location listing for specific information.

Winter Trails offers children and adults new to snow sports a chance to try snowshoeing and/or cross country skiing FREE at venues throughout North America. There is no charge for the use of equipment or trails. Most locations offer snowshoeing and cross country skiing. Some locations only offer snowshoeing. Current alpine skiers and/or snowboarders are also encouraged to try an alternative snow sport.

There is no charge for equipment or trail fees, while most events take place on the "official" Winter Trails date of January 7, 2012, some are held on alternative dates. One of the largest – at Estes Park, Colorado – is being held on January 14, 2012 and is part of the Estes Park Winter Festival. The [wintertrails.org](#) website is regularly updated.

[SnowSports Industries America \(SIA\)](#), a national, non-profit trade association for snow sports suppliers, manages Winter Trails. Winter Trails sponsors and media partners include: [Alpina Sports](#), [Atlas Snowshoes](#), [Backpacker Magazine](#), [Crescent Moon Snowshoes](#), [Cross Country Skier Magazine](#), [Fischer Skis](#), [Madshus](#), [Mountain Safety Research \(MSR\)](#), [Rossignol](#), [Salomon](#), [SkiTrax Magazine](#), [Snowshoe Magazine](#), [Swix](#), [Tubbs](#), [Whitewoods](#) and [XC斯基resorts.com](#).

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[SnowSports Industries America \(SIA\)](#) is the national not-for-profit, North American member-owned, trade association representing suppliers and service providers of snow sports products with constituents in the retailer, rep and resort communities. Established in 1954, SIA annually produces the [SIA Snow Show](#), the largest snow sports industry trade show, on-snow demo and networking environment globally, while delivering invaluable data/research reports including the Snow Sports Market Intelligence Report, SnowSports RetailTRAK™ and Executive Market Summary. SIA helps grow the industry with consumer initiatives and websites, [snowlink.com](#) and [wintertrails.org](#), marketing products, services and programs helping our Members operate more efficiently, bring their products to market and increase participation in snow sports. *For more information, check out [snowsports.org](#). SnowSports Industries America, 8377-B Greensboro Drive, McLean, VA 22102-3587 (Washington, DC area). Phone: 703.556.9020, Fax: 703.821.8276, Email: [SIAMail@snowsports.org](mailto:SIAMail@snowsports.org).*