

Contact:

Reese Brown
SIA Nordic Director
C: 802.236.3021
RBrown@snowsports.org



Winter Trails Delivers New Snowsports Enthusiasts Under Tough Conditions

Annual Winter Trails Day On January 7, 2012 Offers Free Snowshoeing and/or Cross Country Skiing Throughout North America

McLean, Va., (January 15, 2012) – Nearly 75 venues held [Winter Trails](#) events on Saturday, January 7, 2012. Despite challenging snow conditions across the country, there was strong support for the event series and great media coverage

Due to the light snow coverage, many event sites needed to get creative and make some last minute changes to their offerings. Several snowless sites offered hiking options on Saturday, but also showcased snowshoes and cross country skis and talked about the two sports and the latest equipment advancements. However, not all parts of the country are snowless this year, in fact, many venues reported great snow conditions for their events including **Echo Lake, Colorado** and **Jackson Hole, Wyoming** as well as several areas across the **Midwest**.

“Winter Trails had really strong momentum following last year’s event and great partners helping to spread the Winter Trails message, unfortunately Mother Nature did not cooperate,” stated **Reese Brown**, the Winter Trails Administrator. “On the bright side, we did have tremendous media coverage and hope the interest generated because of Winter Trails will continue to drive people to try snow sports activities over the next several weeks,” added Brown.

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.

[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.