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WINTER TRAILS EVENT UPDATES LISTINGS IN 2012

ANNUAL EVENT ON JANUARY 07, 2012 OFFERS FREE SNOWSHOEING AND/OR CROSS COUNTRY SKIING AT LOCATIONS THROUGHOUT NORTH AMERICA

McLean, Va., (November 2011) –Winter Trails has updated the 9 Anchor Site locations with complete listings that include educational workshops, animal tracking and other fun additions. The Anchor site locations represent the larger events of the January 7, 2012 and span the entire country from Massachusetts to Washington State. These events generally are larger and offer additional elements to add character to the day.

Specifics include:

- Weston, MA – Great urban location at junction of Mass Pike and Route 495 very near Boston. A Snowshoe only Winter Trails event, they do offer cross country skiing at the location.
- Ski Liberty, PA – Beautifully situated at a downhill ski area with all their amenities, this is a snowshoe only event.
- Fort Snelling State Park, MN – Cross country skiing is being added to the snowshoe program this year. Also try geocaching, take a naturalist-guided hike, play in the snow, build a quinzee, learn about skijoring and dogsledding, keeping warm in winter, cold weather camping, and more!
- Echo Lake, CO – A true Colorado State Park, a truly pristine environment. REI and other partners will be on site to help
- Estes Park, CO – Part of a two day celebration of winter with many other events happening with clinics and igloo building
- Soldier Hollow, UT – Site of the UT Winter Olympics, after cruising the trails you can settle in at the lodge for hot cocoa and a warm fireplace.
- Royal Gorge, CA – New Winter Trails location with over 200 km of trails, learn cross country ski and snowshoe skills with REI Outdoor School – some sessions will be geared specifically for families.
- White River Sno Park, OR – A winter wonderland for the seasoned and first time winter outdoorsman, guided tours will be available from Adventures Without Limits.
- Snoqualmie Lodge, WA – Located near Snoqualmie pass, this is snowshoe only with educational clinics.

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" date, 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 www.wintertrails.org Web site 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 XCSkiresorts.com.

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SnowSports Industries America (SIA) is a not-for-profit trade association whereby competing on-snow product suppliers magnify their power, by working together, for the development of the on-snow sports industry. For more information, check out snowsports.org. SnowSports Industries America, 8377-B Greensboro Drive, McLean, VA 22102-3587. Phone: 703.556.9020, Fax: 703.821.8276, E-mail: SIAmail@snowsports.org