

# SIA ON-SNOW DAILY

WINTER PARK RESORT / DEVIL'S THUMB RANCH, CO

OFFICIAL PUBLICATION OF THE 2011 ON-SNOW DEMO/SKI-RIDE FEST

DAY  
**2**



## TESTING, TESTING...

## REPORT FROM: **SKI-RIDE FEST WINTER PARK**

**COLD TEMPS  
& HOT RIDES**

**EXHIBITORS GET  
THE GEAR OUT**

**UPHILL/DOWNHILL  
THE LUNGBUSTERS**

**WHAT THE RETAILERS  
ARE SAYING**

**HEARD ON THE  
CHAIRLIFT**

**FROM THE  
BOOTROOM**

**THE ON-SNOW DEMO**

## The On-Snow Demo SKI-RIDE FEST

Winter Park was buzzing with retailers, happy manufacturers and a festive air as Day One of the On-Snow Demo finally kicked off. The return of cold temperatures didn't seem to sway attendees from hitting the slopes to put next season's gear through its paces, especially on the Hughes run, where everyone was doing laps. On-Snow Show Daily reports on the events.

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at the iTunes App Store or at  
<http://m.core-apps.com/sia2011>

