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FOR IMMEDIATE RELEASE

BUCKMAN'S CELEBRATES GRAND RE-OPENING OF KING OF PRUSSIA STORE WITH SKI AND SNOWBOARD CELEBRITIES

On Friday, October 15th, Buckman's Ski and Snowboard Shop in King of Prussia, PA was packed with pro skiers and snowboarders helping the shop celebrate its expansion and re-opening. Danny Kass, Bjorn Leines, Mikey LeBlanc, Louie Vito, Dingo, Gretchen Bleiler, Glen Plake, Seth Morrison, Daron Rahlves, Michelle Parker, Pep Fugas, Cody Townsend, Aaron Biittner, Lauri Heiskari, Will Lavigne, and LNP all signed autographs for hundreds of fans. Saturday, October 16th was also a big day for snowboarding fans because Danny Davis, Jack Mitrani, John Jackson, Pat Moore, Andreas Wiig, and Niko Cioffi stopped by the store to sign autographs. This many pro skiers and snowboarders have never been seen at an east coast ski and snowboard shop before and many of the athletes said it was the best shop signing they had ever been a part of.

Not only did the pro athletes present at Buckman's help make skiing and snowboarding what it is today, they ride for some of the most influential brands in the industry. Grenade, 686, Celtek, K2, Dalbello, Oakley, Ride, Atomic, Salomon, Rome SDS, DC, Burton, Friends, Forum, Foursquare, and Special Blend all had athletes present at the signing. "This was a once in a lifetime opportunity for customers to meet the athletes who help design and test the ski and snowboard apparel and equipment we sell. It was a great way

to get excited for winter and showcase our renovated and expanded store!" said Jeff Buckman, owner of Buckman's Ski and Snowboard Shops.

Family-owned and operated, Buckman's Ski and Snowboard Shops are eastern PA's largest ski shops with the region's best selection and customer service. Buckman's employees pride themselves on being the most knowledgeable and enthusiastic skiers and snowboarders in the industry. There are five Buckman's store locations and the largest ski and snowboard specific site on the internet at <http://www.buckmans.com>.

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