



September 30, 2011

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MEDIA ALERT FOR 10/14/11

SKI AND SNOWBOARD CELEBRITIES ATTEND BUCKMAN'S WHITEHALL GRAND OPENING

What: Buckman's Ski & Snowboard Shops are hosting an event to celebrate the Grand Opening of their store in Whitehall, PA. The top athletes in the ski and snowboard industry will be at the new store signing autographs, giving away prizes, and showing their support for Buckman's. In the evening, Seth Morrison's film "The Ordinary Skier" will be shown on a large outdoor screen followed by Burton's film "Standing Sideways." This event takes place during our annual pre-season/tent sale. While customers are meeting ski and snowboard legends, they can also shop our biggest sale of the year.

Who: Over 25 of the industry's best skiers and snowboarders will be at Buckman's in Whitehall. This is, by far, the largest number of athletes to attend a retail event on the east coast. Athletes attending are: JP Walker, Louie Vito, Mason Aguirre, Seth Morrison, Gretchen Bleiler, Jake Blauvelt, Terje Haakonsen, Jussi Oksanen, Mikey Renca, Pep Fugas, Danny Kass, Dingo, Glen Plake, Sebastien Toutant, Bjorn Leines, Todd Richards, Bobby Brown, Aaron Blittner, Iikka Backstrom, Tom Wallisch, Chris Benchetler, Jed Anderson, Bode Merrill, Erin Comstock, Joe Sexton, Chris Grenier, Louif Paradis, & Parker White.

When: Friday, October 14, 2011
Autograph Session #1 – 11 a.m. to 1 p.m.
Autograph Session #2 – 5 p.m. to 7 p.m.
Movie Screenings – 7 p.m.

Where: Buckman's Ski and Snowboard Shop
2510 MacArthur Road
Whitehall, PA 18052

For more information or to inquire about interviewing athletes who will be at the store, please contact Sarah Webster by email at sarah@buckmans.com or by phone at 610-495-7495 ext. 248.

Photo and Interview Opportunities Available
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