



Calgary New & Used Ski Sale
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MEDIA RELEASE

Canada's largest ski sale Oct. 25-27 at Max Bell Centre

The Calgary New & Used Ski Sale now in its seventh decade of amazing deals

\$2M in inventory of skis, boards, bindings, winter clothing and outdoor gear. Fantastic prices and great selection. Proceeds support three ski/sport charities.

The 2024 Calgary New & Used Ski Sale, October 25 to 27, 2024 at the Max Bell Centre offers amazing selection and great prices on winter gear of all types.

We are expecting our largest inventory ever; more than \$2 million in new and gently used consignment inventory to provide Calgary's absolute best prices on winter gear.

The sale, run completely by volunteers and supporting local Calgary amateur sport and ski safety, opens its doors at 5 p.m. Friday, Oct. 25. More than 20,000 items - *anything* to do with skiing or snowboarding – will be on hand, and priced to sell.

This is **the best way to outfit yourself or a family without breaking the bank.** And it all supports a good cause; three charitable societies: the Calgary Ski Club, the Lake Louise Athletic Development Association (the Lake Louise Ski Clubs) and the Canadian Ski Patrol - Calgary Zone.

The 2024 edition of a **Calgary fall tradition** runs with extended hours starting Friday, Oct. 25 from 5 p.m. to 10 p.m.; Saturday, Oct. 26 from 10 a.m. to 6 p.m. and Sunday, Oct. 27 from 10 a.m. to 4 p.m.

Most items at the Calgary New & Used Ski Sale are brand new - skis, snowboards, boots, bindings, poles, Nordic and Telemark equipment, winter clothing and related gear. The bulk of inventory comes from shops clearing out last year's stock – and pricing gear to make it happen. On Sunday, a large number of specially marked items (red tags) are on sale at 50 per cent off, during our famous red tag half-price sale.

Consignment-only evenings (intake) for the 2024 Calgary New & Used Ski Sale will be Wednesday, Oct. 23 and Thursday, Oct. 24, from 5:30 p.m. to 9:30 p.m. at Max Bell. On those evenings the public can consign for sale gently used, functional equipment to potentially turn cast-offs into cash.

Planned, managed and run by more than 450 dedicated volunteers, the sale takes place at the Max Bell Centre, centrally located adjacent to Deerfoot Trail and Memorial Drive, at 1001 Barlow Trail S.E. Public consignors can pre-register their gear for sale online at www.skisale.ca. For the sale, we have up to 16 till stations accepting debit, credit and cash to get you home with your new gear, fast.

Parking is free with admission and the LRT is nearby. Admission is \$10 per adult, with youth 16 and under free. More information can be found on the Calgary New & Used Ski Sale website, at www.skisale.ca.

More than 11,000 downhill skiers, snowboarders and Nordic skiers of all ages are expected to visit the 2024 Calgary New & Used Ski Sale on Friday, Saturday and Sunday, October 25 to 27.

Since 1963 the Calgary Ski Club, the Canadian Ski Patrol and the Lake Louise Athletic Development Association have provided a venue for ski shops, public consigners and thousands of early-season bargain hunters to come together.

Net proceeds of the sale support the programs of the charity clubs. We are proud and privileged to have served and supported the Calgary-area ski and snowboard community for more than 60 years. We really, really love providing deals for skiers and snowboarders!

For more info, view our website at www.skisale.ca. You can find us on Facebook at <https://www.facebook.com/yycskisale/>. We're also on Instagram at <https://www.instagram.com/calgaryskisale/>.

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