



### **SPORT SHOPS**

Loveland Ski Area's Sport Shops aren't your typical slope side shops. People shop at these award-winning shops because they want to, not because they have to. With special programs, a helpful staff, and up to the minute fashions, the Loveland Sport Shops are worth a look!

**CUSTOM BOOT FITTING-** Comfortable, well fitting boots are key to enjoyment and performance on the mountain. The Loveland Shops are known for their boot fitting and alignment expertise. The slope side boot lab has a definite advantage to solving boot problems. At the Loveland Sport Shop, fit, performance and comfort is the goal.

**DAY TRIPPER SPECIAL-** This package includes lift ticket, boots, skis & poles or snowboard and bindings, warm clothes, goggles, mittens, and a hat all for less than a lift ticket costs at most places.

**HAT TRICK DEMO-** This package allows skiers the opportunity to test drive any three telemark, snowboard, or alpine packages in one day for one low price of \$25. Equipment consists of the latest models from leading manufacturers and is available through the Sports Shop's slope-side Adventure Center. Participants will have equipment selected by trained shop professionals that best suits each rider's ability. Those interested in purchasing gear may have the demo price applied towards their purchase.

**GOLD MEDAL SHOP-** For the fifth consecutive year Loveland Ski Area's Sport Shops have been awarded SKI Magazine's Gold Medal Shop Award, as one of the 60 top North American ski shops. The winning shops were selected from 1,500 ski shops in North America by a panel of industry experts including manufacturers, product managers, and SKI editors. Shops are rated in six categories: staff expertise; selection; price and value; backshop and tuning; bootfitting and innovative programs.