

# Check out the new gear at The Snow Centre

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22 July 22, 2010 - The top ski and snowboard brands are releasing their new equipment for the next winter sports season. The Snow Centre in Hemel Hempstead will be hosting several demo events to give their visitors the opportunity to have a go at the best gear.

On Friday the 23rd, K2 opens the series of demo nights. The sponsored K2 team is present from 7pm to show off their skills and demonstrate the new hardware. You can try out the hardware for 2010/11 all night long and hit the powdery snow with the pros. The team also gives free advice to improve your style and help you find the right gear to suit you.

Atomic is the next brand to present its new gear in The Snow Centre. From Monday 26th of July until Thursday the 29th, they will host a race camp for juniors and on Tuesday evening the 27th everyone is welcome for the official demo night.

Atomic will bring their full range of available equipment, including race, piste, all mountain and freestyle skis and a wide selection of snowboards. You can admire the skills of the Atomic freeski team and gain valuable advice from the professionals.

The third demo night will be on Friday the 30th July from 7pm until 11pm, when Ride snowboards will bring in their 2011 range of snowboards and bindings.

Further demo events will be announced on The Snow Centre Website (<http://www.thesnowcentre.com/>). If you want to check out the latest equipment on the slopes of The Snow Centre, you need a Recreational Lift Pass to be allowed on the slopes.

This summer, 2 hour Lift Passes will be half price from Monday to Thursday. If you purchase a Freestyle Friday Lift Pass, you can benefit from the summer offer price of 4 hours for £35 or 2 hours for £25.

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For more information or to book, visit [www.thesnowcentre.com](http://www.thesnowcentre.com) or call 0845 258 9000.