

Snow + Rock Presents New Collection @ The Snow Centre

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LONDON, 26 October 2010 – Ski and snowboard fans can now try out the 2011 Snow + Rock collection on real snow in Hemel Hempstead, only 20 minutes outside London. There is a large Snow + Rock store at The Snow Centre (<http://www.thesnowcentre.com/>), which has a huge range of new skis and boards available to test at all times for a small fee. With its 160m main slope, The Snow Centre is the ideal location to experience the latest developments and find the right equipment for you.

On Thursday 28th October from 6pm – 10pm, the Snow + Rock demo team will also be out on the snow with their entire 2011 ski and snowboard range to show what the new gear is capable of. Guests are welcome to purchase a lift pass and try as many skis and boards as they like. It's a brilliant opportunity to ask those in the know about the latest equipment and try before you buy.

There will be a great variety of skis and snowboards available at all times. According to the Snow + Rock team, all-mountain skis to watch out for are The Rossignol Zenith Z72 X Fiber and the Salomon XW Enduro. From their wide range of boards, they expect the Salomon Official and the Burton Custom X to be very popular.

The Rossignol Zenith Z72 will give intermediate and advanced skiers confidence to try new things and perfect their technique. Thanks to its stable wood core, quality graphite base and internal IPS H structure, this ski can handle itself on all terrains and is perfect for fast, powerful carving turns. The Z72 is also aesthetically pleasing and as the Snow + Rock edition has a unique colour scheme.

The Salomon XW Enduro is ideal for expert skiers looking for a ski that performs well on fresh snow, slush and bumps. The full wood core has been sandwiched between two TI laminates for extra power, while the Rocker tip guarantees smooth turn initiation on the slope excellent float in deep pow.

Thanks to its ultralight Popster core profile wrapped in bi-Density, the Salomon Official snowboard is extremely stable without being stiff. This makes this classic camber ideal for massive jumps, big landings, a lively feel in the parks, quick freestyle manoeuvres and a top speed slide at all times.

If you're into charging hard and not much into rail riding then the new Burton Custom X is the board you'll want to test. This smashing all-mountain board for advanced riders combines all the right materials and top notch technology to maximise your speed, agility, power and grip.

There will be many other skis and boards available to demo and the Snow + Rock team at the on-site store is always happy to answer questions and give advice. In order to try out the new gear on the slopes of The Snow Centre, guests must purchase a lift pass. To book your lift pass now, visit www.thesnowcentre.com or call 0845 258 9000.