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Buckman's Ski & Snowboard Shops Offering Enthusiasts a Winter Stimulus Package

Pottstown, PA – (12-Feb-09) **Buckman's Ski & Snowboard Shops** – leading retailer of top brand names like [Salomon Snowboards](#), [K2 Skis](#), [K2 Snowboards](#), [Ride Snowboards](#), [Nitro](#), [Rome](#), and [Burton Snowboards](#) – is offering winter sports enthusiasts a winter stimulus package in the way of deep-discounted prices on top brand names in store and on www.buckmans.com.

With the cold and snow still encapsulating most of the country, skiers and snowboarders alike can capitalize on the big savings while gearing up to hit the slopes.

“We believe that there’s nothing like hitting the slopes to shed the winter blues and take people’s minds off of the economy,” said Vice President Brad Buckman. “We know our customers are watching every penny, especially in light of what’s happening with our economy. We use the products that we sell and that really makes a difference to our customers. Now they can get outfitted with all the right gear and save big doing it!”

In addition to providing great deals on top gear, Buckman’s gives back with a personal touch during its Customer Appreciation Days (CAD). “We recently sponsored a Salomon VIP day for our customers,” said Brian Good, Buckman’s Director of Operations. “We organized an event for our customers with free meals and free lift tickets so they would have an opportunity to get on the hill for less and check out the latest gear.

“This particular day was a Salomon-specific event. We had a fleet of 2009 Salomon ski and snowboard demos on-site for our customers to use free of charge. This gives our customers direct access to ‘09 equipment as well as access to representatives from Buckman’s and Salomon ski and snowboard divisions. Customers don’t just have to take our word for it, they can talk to the people who actually make the equipment.”

Good further explained that Buckman’s employees actively participate in and anticipate these events. “We look forward to these CAD days because we actually get to ski and ride with our customers. Riding the chairlift with our customers gives us a unique opportunity to share experiences with them and get feedback from them as well.”

Buckman’s customer service, demo days, retail stores and website allow the company to assist its customers like no other snow-sports retailer on the east coast. And now with big discounts on new snowboards, boots and bindings, now is the time to hit the slopes!

About Buckman's

Buckman's Ski and Snowboard Shops began in 1971 with their first ski shop opening in Perkiomenville, PA. Known for great customer service and quality products, they quickly became one of the area's leading ski shops. Today, Buckman's employs more than 200 people in its five retail stores across suburban Philadelphia and carries the largest inventory of ski & snowboard merchandise and rental equipment in the state of PA. Its state-of-the-art workshop is the finest on the east coast, covering 3200 sq. ft with over \$450,000 worth of tuning equipment.

Buckman's is proud to be known as one of the first ski shops in the nation to embrace the '*passing fad*' of snowboarding. Today, Buckman's Boardroom is Pennsylvania's premiere retail outlet for snowboarding equipment. Additional information can be found by visiting www.buckmans.com or calling (866) 550.1455.

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