



***FOR IMMEDIATE RELEASE***

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**RIDE THE TRIKKE SKKI AT BOYNE MOUNTAIN AND BOYNE HIGHLANDS**

**Boyne, MI – February 25, 2010:** The Trikke SKKI will be making an appearance at both mountains from March 15-19, 2010. Touted as a fun alternative to skiing and snowboarding, the Trikke SKKI is a stand up, on-snow device with little to no learning curve so even guests who have never been to the mountains can have fun carving through the snow.

Based on Trikke's patented 3CV articulating camber technology, the Trikke SKKI is designed for everything from groomed runs to fresh powder. It requires no bindings or special boots. The rider simply leans with the steering column and the three skis carve the turns with ease. It is much easier to learn than skiing or snowboarding and beginners always have fun on the first run.

Free demos at Boyne Mountain will be from 10-3 Monday, March 15 and 9-12 Tuesday, March 16<sup>th</sup>. The demos on March 16<sup>th</sup> will be followed by a best of two run open competition on the Nastar course for some fun prizes from Trikke and Skull Candy. Riders must be 13 years or above and a valid lift ticket is required for participation.

“Trikke Tech is very excited to bring the Trikke Skki Technology to Boyne Mountain and Boyne Highlands, says Ted Martin, VP Global Sports Development for Trikke Tech, Inc.. The Trikke Skki is incredibly fun and even never-evers will feel the carving sensation on their very first ride.” Commented Martin.



## BREIF INTRODUCTION FOR NEW RIDERS

Be sure to dress in layers, lace up your favorite pair of waterproof boots, grab your helmet and get ready for some fun on the Trikke SKKI carving vehicle! The frame articulates, allowing the rider to camber or carve into any turn at speed, while all three skis remain on the ground. Therefore, each leg will flex & extend independently, feeling very similar to carving with a ski or snowboard.

The handlebars control the amount of Turn & Lean. By leaning the handlebars to the side, it causes all 3 skis to get up on their edge. Just like with skiing or snowboarding, you use your edges to give you control of your speed and direction.

Although the feeling is very similar to the edging experience with skiing or snowboarding, there are a few major differences:

1. There are no bindings
2. There are no required uncomfortable boots
3. You are not strapped to the
4. AND, the vehicle is designed to encourage the sense of comfort and security while experiencing the thrill of gliding on snow!

Grab your helmet and your most comfortable waterproof winter boots and join us for a complimentary guided demo and optional event days. For more information on times and locations visit [www.boyne.com](http://www.boyne.com).

## Boyne Mountain All Seasons Vacation Resort

When it's time to plan your next family vacation or weekend getaway, choose Boyne Mountain and experience the finest [skiing](#), spa packages, and [golfing](#) in Michigan, as well as a whole lot more. You can spend your days on the slopes, hitting the links, relaxing at the [Solace Spa](#), or splashing around at [Avalanche Bay](#), the largest indoor water park in Michigan. When the Sun goes down, enjoy fine [dining](#) and exciting [nightlife](#). And our [luxurious lodging](#) options provide the ultimate in comfort. Make Boyne Mountain your next Michigan vacation getaway!

## Boyne Highlands Vacation Resort

With a variety of comfortable [lodging](#) options, 430 acres of skiable terrain, [golf courses](#) surrounded by the majestic beauty of northern Michigan, and a variety of other great amenities, Boyne Highlands is the perfect place to spend your vacation. From our luxurious [spa](#) to [downhill skiing](#), and summertime [dinner theatre](#), Boyne Highlands offers great [four-season activities](#), which means you can enjoy the fun and excitement of [Boyne Country](#) all year long!

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