

You're sitting at home sulking. Another mundane day of work or class, and the most motivated you've been in a while was to run from the T stop to your apartment before securing a nasty case of frostbite.

The solution to this downtown drudgery of the Boston winter: Ski Market's Travel Adventure Club. Ski Market is initiating a new club not only to boost their business but your social life as well, which capitalizes on New England's wonderful skiing resources, but also includes multitudes of other sports to keep the club going in the non-snow season, such as ocean kayaking, mountain biking, tennis, etc.

"The idea behind it," says Ski Market's Jim Isenberg, "is to create a list of people who want to play." And play you will. Membership is free, and in exchange you get one free snowboard rental, half price on a pair of custom boot or skate insoles, free first time kayak rental (with half price on all additional rentals), free first time inline skate rentals including skates and pads (half price on all additional rentals), free tennis racquet demos, \$5 off ski and bike tunes, \$5 off tennis racquet stringing, and their quarterly newsletter, not to mention access to all the amazing cheapie events they are planning, namely all the ski-outings this winter.

Ski Market's Travel Adventure Club is featuring for the skier/snowboarder this winter a Killington Express non-stop bus which leaves from the Comm. Ave. Ski Market and goes straight to Killington and back every Thursday and Sunday all season. For \$39 a pop, you get the bus ride and the lift ticket, i.e. a nap on the way up, a cheap day of skiing at Killington, and a taxi on the way home if you feel like

drinking some mountain spirits to warm you up after that hard day on the slopes. Or, how about the \$69 learn to ski/snowboard deal which entitles you to 3 free rentals, lessons, and lift tickets (the 1st & 2nd at local Massachusetts mountains on weeknights, and the 3rd in New Hampshire or Vermont

on a weekend day, and including lunch as well), the idea being to give you the opportunity to make an informed decision about the sport without shelling out heaps of money at the outset.

They are also planning their first annual Superbowl Superdemo, in which all of the manufacturer's reps from all varieties of ski and snowboard equipment gather at Sugarbush from Jan 25-26. For a meager \$100, you will receive 2-day lift tickets + accommodations + a Superbowl Party (sponsored by Budweiser) + all the demo equipment you could dream of getting your hands, or feet, on + breakfast on Monday morning. Membership most definitely

has its privileges. To this seasoned skier, Ski Market's deal seems unbelievable - cheap, social & convenient skiing plus an easy introduction into other sports in the off-season. What better way to make friends & fend off desk thighs? For more information, or even just to get snow conditions, call Ski Market toll-free adventure club number:

1-888-876-RIDE.