

## **FOR IMMEDIATE RELEASE**

**Contact:**

**Tom Gibson**

**President**

**Trackers Skishoes**

**Milton, PA**

**570-713-4812**

[tom@trackerskishoes.com](mailto:tom@trackerskishoes.com)

### **Trackers Skishoes Hits the Demo Road**

Milton, PA –November 14, 2016 – Trackers Skishoes has announced its demo tour schedule for the 2016-17 season. “Demo events allow people to try a pair of skishoes and learn about skishoeing free of charge before they buy. We reach out to clubs, shops, and events in the Northeast and try to align with their activities in doing this,” says Tom Gibson, president and developer of Trackers. The feature event will come at the World Snowshoe Federation World Championships in Saranac Lake, New York February 24-26. This marks the first time WSSF has held this event in the United States. The tour will also swing through New England with stops in Vermont, Maine, and Massachusetts and at winter festivals in Pennsylvania. Gibson emphasizes that the tour schedule is a work in progress, as Trackers will tweak it as the season plays out. With this flexibility, he encourages organizations to contact him if they want to be included as a stop on the tour. To see the schedule, visit [www.TrackerSkishoes.com](http://www.TrackerSkishoes.com).

In conjunction with the tour, Trackers Skishoes has arranged with several ski and outdoor shops throughout the region and Michigan to offer demo skishoes. Some of these shops will be included in tour stops.

Trackers Skishoes’ signature product, the skishoe is a combination cross-country ski and snowshoe that can grip the snow like a snowshoe but also glide like a ski. It features crampon-like teeth on the bottom for tracking, allowing you to kick-and-glide like you do with cross-country skis but on steeper and icier terrain. The net result is a new form of winter fun Gibson dubs the “skishoe feeling” that lets you venture blissfully off the packed trail, floating through the snow or over the crust.

Based in Milton, PA, Trackers Skishoes sells skishoes and accessories online through its website, and they plan to sell through ski and outdoor shops throughout the United States. For more information, visit [www.TrackerSkishoes.com](http://www.TrackerSkishoes.com).

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