

FOR IMMEDIATE RELEASE

Trackers Skishoes Prepares for Second Season

Milton, PA –June 14, 2017 – After launching successfully in the 2016-2017 season, Trackers Skishoes is busy preparing for the upcoming 2017-18 winter season. The firm aims to increase production, and a main component of doing that is a KickStarter crowdfunding campaign slated to start on June 28 and last 30 days. “This not only allows us to raise funds, it brings together a community of like-minded people interested in skishoeing and allows us to keep them informed of skishoeing developments,” says Tom Gibson, president and developer of Trackers.

Why do this in the heat of summer when most skiers are thinking about other sports? After raising funds through crowdfunding, Trackers will proceed with production, so a head start is needed to be ready for the season. As rewards for investing, backers can receive skishoes at a 10-percent discount with free shipping and have them for the start of the season. Gibson encourages anyone interested in skishoeing to visit their KickStarter campaign at www.KickStarter.com. The project is listed under the Design category.

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. For more information, visit www.TrackerSkishoes.com.

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