

Deadline for the Bring a Friend Challenge and #firstdayfaces Extended to March 13

Since many locations in the East and Midwest got a late start this season, Learn To Ski & Snowboard Month and Bring-A-Friend have extended the deadline for entering the Bring a Friend Challenge and the #firstdayfaces social media campaign to Sunday, March 13. These are FREE for all LSS partners to use.

The Challenge rewards anyone who helps a newcomer sign up for beginner lessons. Prizes include a complete skis/boots/bindings setup from Head/Tyrolia AND an outfit from The North Face. Burton is providing a similar hard goods/soft goods package for snowboarders. Just need partners to promote it.

#firstdayfaces also is free. It encourages beginners to post photos of their first day using the #firstdayfaces hashtag. Prizes include items from Polarmax, Zeal Optics, and \$100 gift vouchers from Seirus, skis.com and snowboards.com.