

Board Member Teddy Schiavoni Part of Historic Polartec Big Air at Fenway Park

On February 11 and 12, the world's best freestyle ski and snowboard athletes took over historic Fenway Park in Boston MA for a USSA sanctioned, Grand Prix-Big Air Competition headlined by Polartec. The 140-foot ramp was constructed within the walls of Fenway, four times the height of the legendary Green Monster, commanded attention from miles away. Athletes and the fans alike knew this was going to be an event of a lifetime, and this one was not to be missed.



NSSRA Director Teddy Schiavoni, owner of Summit Ski and Snowboard of Framingham and Westford, MA, was quick to get on board and become a proud partner of the Polartec Big Air at Fenway Park. Summit's sponsorship included on-site marketing within Fenway Park, time on the Jumbo Tron, branding around the park, and a fully catered VIP suite for viewing the events during both nights. Additionally, Summit entered into an agreement with 47 Brand, operators of the Fenway Park Souvenir stores, to present a ski and snowboard sale at three of their locations within Fenway Park. Summit also organized meet-and-greets where fans could meet some of the top athletes in these locations. Overall, the specialty ski and snowboard products proved beneficial to the crowd who faced the coldest temperatures of the winter.

"It was a grand-slam event," said Schiavoni. "The energy of the crowds, the dominating ramp and the world's best athletes all within Fenway Park at the same time were incredible. We really owe it to

USSA and Fenway Sports Management for bringing snow sports not only to the heart of Boston but into one of all sports most iconic venues, Fenway Park."

More than 27,000 people came to the Big Air over the two-day event and braved subzero temperatures with wind chill, but the heat of the moment made it all worthwhile. "I am hopeful to see this happen again at Fenway", said Schiavoni. "I believe this is only beginning of a great buzz, and anyone who missed the chance to attend this year's event will be lined up for the chance to see one in the future."