



THE PERFECT RETAIL ITEM FOR YOUR
RESORT SPORTS OR GIFT SHOP.

And now... Customizable for your resort.

SkiReader.com

Pow is good.

Pow is rad.

Hit that Pow.

Hit it hard.

A STEAZY READER FOR THOSE RAD LITTLE SHREDDERS THAT ARE ON THEIR FIRST YEAR OF READING (BUT THEIR SECOND YEAR ON THE SLOPES). YOUR KIDDO CAN CATCH SOME SICK POW ON A BLUEBIRD DAY, THEN GO SLOPESIDE WITH A HOT COCOA AND THEIR FAV FIRST SKI BOOK.



Pow is good.
Pow is rad.
Hit that Pow.
Hit it hard.



Hit the jib.
Oh, the jib is big!
See Jens hit it.
Hit that jib.

CONCEPT:

A classic retro “reader” in the style of Dick & Jane, but incorporating today’s skiing / snowboarding terms, creating a humorous juxtaposition between the two.

Basically, an old fashioned book with modern concepts and language.

It becomes a fun first reader for little skiers and snowboarders, and a humorous “coffee table book” for their parents to show their friends.

Cruz will shred.
Can Cruz shred?
He does shred.



This run is steez!
This run is sick!
See Sage hit that
steezy run.



Jump Jase.
Jump up.
Come, Jase.
Up, up, up.
Get big, big air.

MORE SAMPLES



Pow is good.
Pow is rad.
Hit that Pow.
Hit it hard.



We will hit the park.
Take a park lap.
A park lap is fun!



Hit the jib.
Oh, the jib is big!
See Jens hit it.
Hit that jib.



The hip is fun.
Good send bro!

OPTIONAL RESORT CUSTOMIZATION:

The cover, title, and several pages can be customized with your resort's trail signs and names for only a \$90 additional design fee.

Example customization: Silver Mountain Resort



A Very Rad Pow Day at Silver

AN OLD SCHOOL READER FOR
SILVER MOUNTAIN SHREDDERS



Jump Jase.
Jump up.
Come, Jase.
Up, up, up.
Get big, big air.

MARKET ACCEPTANCE:

A first book for parents are skiers or snowboarders to buy their kids.

This market caters to two classes of people:

- 1.) Those with money (affluent, disposable income)
- 2.) Those without money, but spend every last cent on their “mountain lifestyle”

ILLUSTRATION AND BOOK STYLE

8x10 hardcover (case bound), featuring the beautiful retro illustrations of Idaho’s Dan Brennan, designed in the classic watercolor style of old Dick and Jane books / classic elementary school readers.



PRICING

QTY	YOUR COST	SUGGESTED RETAIL
50	\$14.75 ea.	\$25.00
100	\$14.00 ea.	\$25.00
250	\$13.75 ea.	\$25.00
500	\$13.50 ea.	\$25.00

81%
YOUR AVG
RETAIL
MARKUP

Add \$90 total per order for design customization of 50+ books.

All prices include taxes and shipping within the USA.

ORDER IN PERSON:

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ORDER ONLINE:

SkiReader.com

Coeur d'Alene, Idaho

