



PRESS RELEASE: Ski Insurance from the people who ski

20th OCTOBER 2008

The world's largest annual Ski and Snowboard Show will be at London's Olympia Exhibition Centre from the 22nd to the 26th of October this year. If you're planning your winter break already, it's the best place to check out what's on offer, from resorts, chalets and flights, to skis, snowboards and other equipment. But with all the excitement of booking and shopping for a skiing holiday, don't neglect the most important purchase - your Winter Sports Insurance.

Go Travel Insurance is a leader in ski and winter sports cover - they understand the market better than anyone. They've been at the Metro Ski & Snowboard Show for the past five years and will be available again to offer you all the advice you need to get covered. The right travel insurance is absolutely essential when you're skiing or snowboarding. Accidents on the slopes can cost thousands of pounds without insurance, and then there's guarding against theft of all that expensive equipment, personal liability and other things that could go wrong on ski holidays.

This year, Go Travel Insurance are offering visitors to the **Ski Show a 15% discount**, plus the chance to win £400 of ski clothes, so it's more than worth checking out the stall if you're at the show. And with cancellation cover included in the policy, the sooner you insure your holiday the better.

1 weeks European ski & snowboard cover can cost as little as £23 when purchased online at gotravelinsurance.co.uk

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Editors Notes:

Go Travel Insurance offers a truly end to end service, with claims, call centre and where necessary medical screening, all handled in-house 7 days a week in the UK, giving a customer-focused and professional service every time.

Go Travel Insurance is a division of Drakefield Insurance Services Limited, an AA group company. Drakefield is an experienced operator of established travel insurance websites and is authorised and regulated by the Financial Services Authority.

The Go Travel Insurance website has been operating since 2000 providing instant quotes with quick, easy and secure online buying and received Best Travel Insurance Website award in 2007 from Travolution. <http://www.gotravelinsurance.co.uk>

Go Travel Insurance is committed to customer service, always ensuring that the customer is delivered a quality product at a competitive price:

Drakefield works with the following organisations:

Financial Services Authority

Financial Services Compensation Scheme

British Insurance Broker Association <http://www.biba.org.uk> (BIBA No. 005340)

Association of British Travel Agents <http://www.abta.com> (associate member)

Institute of Travel and Tourism

Association of Travel Insurance Intermediaries

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