



FOR IMMEDIATE RELEASE

New England Nordic Ski Association

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NENSA Rollerski Series *2nd Annual*

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NENSA is proud to introduce their 2019 Rollerski Race Series featuring six events across the eastern region and a renewed supplier partnership with Swenor Rollerskis. The goal of the race series, and associated educational opportunities, is to bolster NENSA's mission to sustain a vital and active skiing community in New England. The 2018 Series was a great success with nearly 600 participants from throughout the United States and Canada. Top seeded athletes in each of the six races of the 2019 Series will race on matched Swenor Rollerskis. The Series has been expanded to include the Maine Event, the world's first Cross Country Cross rollerski event. Junior, Elite and Masters skiers will again vie for overall rankings, scoring up to three of the six events. In addition to raising the level of competitive programs in the East, NENSA intends to draw media attention to cross-country skiing and expose our sport to a broader audience. The Series has already spurred growth of organized competitive rollerski events across the nation.

The Series will kick off with the [App Gap Challenge](#), to be held on August 3rd in Fayston, Vermont. This will mark the tenth running of the [inspiring dual-technique race](#) that climbs to the east side of the Green Mountains – registration will be limited to the first 300 registrants and attendees will experience a true XC mountain festival [including live music](#). On September 14th and 15th NYSEF will host the [Lake Placid Doubleday and Climb To The Castle](#) a mini-tour including a 3km prologue, a sprint with agility components (at the ORDA roller ski track) and the well known Climb to the Castle, which pits competitors against the Whiteface Mountain Toll Road. On October 12th the series will return to the Ethan Allen Training Site in Jericho, Vermont for the third year, shifting techniques to Freestyle for the [NENSA Free Fall](#). This event continues to draw a robust field with participation from many collegiate and club programs. The closed track in Jericho accommodates large numbers and provides the feeling of an on snow race. After it's 2018 inaugural test event with several Maine college programs the [Maine Event](#) will again take place on October 27th and be included in the Series rankings. This exciting head to head agility sprint format mimics the emerging discipline of Cross Country Cross on rollerskis. On November 2nd the series will culminate with the Trapp Invitational – a race that continues to attract some of the top skiers in the US and world including, Olympians, World Junior medalists and many National Champions. Invitations to the final race include the NENSA Elite and Development Team, collegiate programs, and athletes that have displayed exceptional performances during the Series. NENSA is thrilled to have the support and sponsorship of Enjoy Winter brands, including Swenor, Bliz and Anti-Freeze FaceTape for this roller ski race series.

Besides competitive events, NENSA will utilize the Swenor Rollerski fleet for educational events throughout New England. In addition to Swenor, its US distributor's sister brands Bliz and Anti-Freeze FaceTape have joined to become NENSA sponsors and provide

prizes for the 2019 Series. Stay tuned to www.nensa.net/rollerski and our social media channels for further partnership announcements and programming updates. We look forward to sharing a new rollerski season and the sport of cross-country skiing with you this summer!

About NENSA:

The New England Nordic Ski Association (NENSA) is the umbrella organization for Nordic skiing events in the region. We are a member supported service organization that promotes the culture of cross-country skiing by creating opportunities for athletes, coaches, and officials of all levels. NENSA provides year round support to bring cross-country skiers to their highest potential at regional, national and international events.

Questions about programming should be directed to Justin Beckwith at justin@nensa.net

