



FOR IMMEDIATE RELEASE

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**Podiumwear Offers Jessie Diggins Nordic Ski Suits, Tights, Hats, Neck Cozy, “Over-the-Top” Socks and Mini Minnesota Socks for the Holidays**  
*Jessie Diggins Seasonal Storefront Now Open on Podiumwear Website.*

ST. PAUL, MN

In what has become an annual holiday season tradition, Podiumwear Custom Sports Apparel is again offering Podiumwear nordic apparel with designs by nordic skiing Olympian and hometown hero Jessie Diggins. This year’s online storefront features several designs by Diggins for one and two-piece men’s and women’s ski suits, training tights, adult and children’s hats as well as neck cozies. All are available for a limited time through the Jessie Diggins Seasonal Storefront at <https://www.podiumwear.com/sports/nordic/>. Also available are several sock options that make great holiday gifts. The Jessie Diggins “Over-the-Top” Socks are modeled after the iconic red, white and blue striped socks Diggins wears over her ski suit for team relay races. In addition, there are three different colors of popular “Mini Minnesota” socks available.

The Jessie Diggins Season Storefront can be found at the Podiumwear web site at <http://podiumwear.com/nordic>. Simply click on the storefront image to link to the storefront and see the designs, get more information about the products and sizing, and place an order. Nordic ski suits, training tights, hats and neck cozies are made to order. “Over-the-Top Socks” and Mini MN socks are available in limited quantities and will likely sell out. Orders placed by December 1st will be delivered by December 25. The direct link to the storefront is: <https://www.podiumwear.com/team-storefront/jessiedigginsseasonalstore2017-2018/>

The Jessie Diggins Seasonal Storefront is a once-a-year opportunity to get the nordic skier in your life a truly unique and meaningful gift. As always, a percentage of the proceeds from each sale will go back to Podiumwear Ambassador Jessie Diggins, in support of her ski racing goals. “This is a really exciting time for nordic skiing in the U.S., said Podiumwear owner Reid Lutter. “Everyone is so pumped up right now to see what Jessie Diggins can do this Olympic season. We all want to support her and show our Jessie pride.

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- Reid Lutter,  
Podiumwear Owner





***"I'm excited to work with Podiumwear and create fun new ski suits each year. I hope everyone gets the same enjoyment out of them on the trails as I do."***

**- Jessie Diggins,  
Olympic Nordic Skier**

Purchasing and wearing this limited Jessie Diggins-designed gear is the perfect way to do that."

Jessie Diggins is also excited about the collaboration with Podiumwear. "I'm always excited to work with Podiumwear and create fun new ski suits each year," said Diggins. "I want a suit that looks good and feels great so I can tackle each training session with confidence! Having the opportunity to tailor each little detail so the fit, cut and design match my expectations is why I love working with Podiumwear. I hope everyone who buys a suit or pair of training tights gets the same enjoyment out of them on the trails as I do!

For more information about Podiumwear Custom Sports Apparel, nordic apparel designed by Jessie Diggins or our other custom team apparel lines, please visit our website at <http://www.podiumwear.com> or call us at 800-930-1081.

### **Podiumwear and Jessie Diggins**

World Champion and Olympic nordic skier Jessie Diggins is an official ambassador of Podiumwear Custom Sports Apparel's line of nordic custom team apparel. Diggins, who grew up racing in Afton, MN, works closely with Podiumwear product developers to design and test Podiumwear nordic apparel. Once a year, Jessie works with Podiumwear artists to create her own graphics for various pieces of nordic apparel. These designs are made available for the general public to purchase during the holiday season.

**Podiumwear Custom Sports Apparel** is the leading manufacturer of custom team nordic apparel in North America. All Podiumwear products are designed, printed, cut and sewn with pride in St. Paul, Minnesota using the latest printing, sewing technologies and high-performance fabrics. In addition to nordic apparel, Podiumwear manufactures team apparel for cycling, running, ultimate frisbee and alpine ski racing.

If you would like more information, please contact Jessica Lutter at 800-208-9391 or

Contact: Jessica Lutter  
Podiumwear Custom Sports Apparel  
2408 W. Territorial Rd.  
St. Paul, MN 55114  
Tel.: 800-930-1081  
Cell: 651-214-2863  
Email: [jessica@podiumwear.com](mailto:jessica@podiumwear.com)  
Website: <http://www.podiumwear.com>  
Facebook: <http://www.facebook.com/podiumwear>  
Instagram: <http://www.instagram.com/podiumwear>  
Twitter: <http://www.twitter.com/podiumwear>