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Nordic Concept Shop Billboard and Grand Opening

Nov. 9, 2010 Jackson, NH: If you are driving North on New Hampshire's White Mountain Highway (Route 16) just South of West Ossipee, NH don't be shocked when you see a billboard promoting cross-country skiing. Gorham Bike and Ski's Nordic Concept Shop at Jackson Ski Touring Center in conjunction with Swix and Fischer is promoting the sport and their shop with the use of this billboard. Viewed by nearly 14,000 adults weekly, the billboard will let people know that the latest and greatest in cross-country skiing gear and expertise just up the road in the village of Jackson.



Swix, the world's leading purveyor of cross-country skiing poles, clothing and waxes sees the Nordic billboard as a fun way to remind people that cross-country skiing is a fun and easily accessible way to get the most out of winter. Swix Sport

president Steve Poulin states, "The whole idea behind the Nordic Concept Shop is to raise the level of Nordic awareness and expertise throughout this region. What better way to get the word out about Nordic than through a stunning and unusual billboard? Since billboards and cross-country do not usually go together it makes people take extra notice, which is exactly what we are after."

Jackson Touring Center's Thom Perkins states, "The billboard is just one more example of how the Nordic Concept Shop will bring new people into the sport." The public is invited to attend the store's grand opening this Saturday Nov 13th. Final pre-season maintenance work on the 154 km trail system is underway. Jackson Ski Touring Center expects to be open for Nordic skiing on their traditional opening date the first weekend of December.



For more information on the Nordic Concept Shop and Jackson Ski Touring visit www.jacksonxc.org or call 603-383-9355

For more information on Swix Sport visit www.SwixSport.com

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