



Jake Morgan

Andrew Poffenberger

PRESS RELEASE

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Swix Sport USA tabs new Twin Cities Swix Tech Reps

Swix Sport USA headquartered in Haverhill, MA is excited to announce two new Swix Tech Reps to be based in the Twin Cities area. Andrew Poffenberger and Jake Morgan will fill this vital role as Swix Tech Reps in the Minneapolis/St Paul metro area. Andrew and Jake will bring a wealth of experience, expertise and enthusiasm to the XC ski community in the Twin Cities.

Andrew is the Executive Director for Endurance United, one of the fastest growing Nordic programs in the metro area. Prior to coming to Endurance United, Andrew began his ski-racing career at Stillwater Area High School and continued racing in college at Gustavus Adolphus College, where he was Captain of the Nordic team from 2009-2011. Post graduation, Andrew coached for the Lakeville South Nordic Ski Team, eventually moving on to become the Sports Manager for CXC and the Head Coach of the CXC Paralympic Team. Four of Andrew's athletes from the CXC Paralympic team went on to represent the US in the 2014 Sochi Olympics.

"Swix is easily the most respected and tested wax brand in the world. Using Swix means reliably fast waxes that perform well in all snow conditions. I am looking forward to this winter and of course, those Swix Extra Blue days".

Jake is the Program Director for Endurance United. Originally from Bozeman, MT, Jake began racing as a freshman in high school and was a 2-time qualifier Junior Nationals from the Intermountain Division. Continuing his racing career at the NCAA level, Jake raced for the College of Saint Scholastica for 4 years and was a 2-year team captain. Jake's coaching career started with the Sun Valley Ski Education Foundation, working as both a Junior Coach and Gold Team Coach. Prior to taking the Program Director's position at EU, Jake was the Head Coach at Mounds View High School from 2013-2015.

"Swix is excited to have both Andrew and Jake coming on board," said Chris Hall, Swix Director of Nordic Racing. "They both bring exactly what we are looking for in a Tech Rep force for the Twin Cities, experience in racing and waxing, a professional approach to waxing and the youthful energy in helping all the skiers in the metro area wax the Swix way."

Andrew and Jake will be posting all of the Swix Wax recommendations this winter for the Twin Cities events. In addition, they will be on site at many of the bigger racing events giving wax information to all the participants as well as giving waxing and ski care clinics in the Twin Cities this winter.

Swix wax recommendations can be found at: swixsport.us/Wax-Resources/Wax-Recommendations or check skinnyski.com the Thursday before your event to get the most updated and exact wax recommendation from Swix.