



FOR IMMEDIATE RELEASE

John Richter Accepts Executive Director Position

SAINT PAUL, MN–September 19, 2017

Endurance United (EU), serving the Twin Cities community since 2009, has announced the selection of John Richter as its new Executive Director. Andrew Poffenberger's departure in August 2017 has created this leadership opportunity which resulted in a national search. Richter most recently supported Endurance United in a volunteer capacity as Chief of Course for its Urban Trail Series. In 2015, Richter won Volunteer of the Year honors for his tireless commitment to EU.

Richter, an alumni of University of St. Thomas, has over thirty years of professional experience in Operations, Project Management, Sales, and Management. He will utilize these professional skills in developing robust plans to involve key stakeholders and create growth for EU. Richter also brings highly creative marketing ideas that will be leveraged to connect with a broader segment of the community. He has experiences in roles critical to understanding the organization-- athlete, fan, coach, parent, volunteer and business professional.

"After considering many strong candidates, we chose John because he exemplifies what we are looking for in an Executive Director," said Mike Brown, President of the Board of Directors. "John knows Endurance United. He is passionate about bringing an active outdoor lifestyle to all in the community. John will be able to hit the ground running and he brings the skills necessary to grow Endurance United into a larger more effective nonprofit and community partner."

We welcome John Richter to our organization.

Message from the new Executive Director

I'm excited to join Endurance United, the organization's leadership team, and the broader ski community as I embark on this new opportunity. I look forward to strengthening our program offerings and connecting with the community. You can count on Endurance United having a positive impact as we continue to expand and develop as an organization. I look forward to meeting many of our participants and members at our upcoming events. The Night Light Trail Run and Battle Creek Regional Park is just around the corner on October 14th. Come out and join us.

Snow is in the forecast this winter. It's going to be a great season.

About Sisu Foundation, d.b.a. Endurance United

Based in Saint Paul, MN, Endurance United is a 501(c)(3) dedicated to the development, support and promotion of Nordic Skiing and related outdoor activities in Minnesota. Endurance United hosts many running, skiing and bike events throughout a year, as well as provides outdoor programming to over 1200 participants of all ages. Endurance United also plays an integral role in maintaining the trail system at Battle Creek Regional Park in Saint Paul. To learn more about the Endurance United, visit www.enduranceunited.org or email us at info@enduranceunited.org