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Swix will be the new official wax supplier for Vasaloppet 2010/2011



Vasaloppet Establish a Partnership with Swix

For the season 2010/2011, Vasaloppet will initiate a partnership with Swix Sport AS, as the new official wax supplier. The long time relationship between Vasaloppet and the wax supplier Toko, will be terminated after the Vasaloppet winterweek 2010.

For the future, Vasaloppet has established a cooperation with Swix Sport AS, a partner with a very strong position in Norway. This is a market where Vasaloppet views a large potential for growth.

"We have an ambition and wish to focus hard on attracting more Norwegians to participate in our many competitions, both in the summer and the winter events", states th President of Vasaloppet, Jonas Bauer.

Swix Sport is the no.1 leading international wax supplier.

"This is a fantastic oportunity for us. Vasaloppet is the world's largest ski race and we are reallly looking forward to contribute to motivate sending many Norwegian skiers to the Vasaloppet winterweek in the coming years", states Ulf Bjerknes, President Swix Sport AS.