

Boulder Nordic Sport Launches Mobile Race Wax Service at The American Birkebeiner

BNS Mobile, Boulder Nordic Sport's (BNS) traveling ski service unit and wax storefront, will be at the American Birkebeiner February 18-25, 2011 offering professional race waxing services and sales of wax, tools and accessories on site. BNS Mobile travels to the largest cross-country ski events in the US and serves as the base of operations for brand-neutral wax testing and support of the wax brands of Holmenkol, SkiGo, Guru and Magnar.

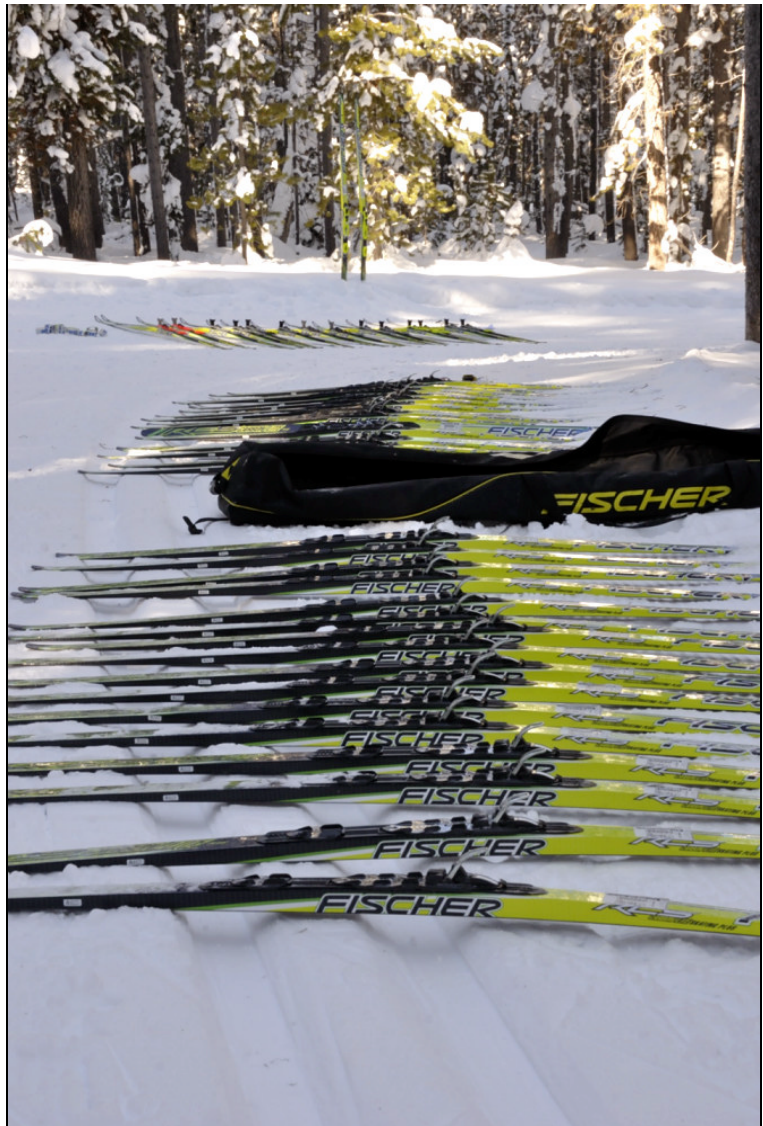
BNS Mobile's Birkie presence will include professional ski race waxing service for the Birkebeiner, a clinic and ski pickup in the Twin Cities, wax testing and recommendations as well as wax and tool sales at the Birkie Expo in Hayward.

Wax Testing and Recommendations

BNS Mobile has a test fleet of 24 pairs of test skis that will be used to test all brands of wax and structure to find the fastest solution to apply to our clients' skis. BNS will post test results and wax recommendations at bouldernordic.com on Monday, Feb 21, and then daily starting Wed, Feb 23.

BNS Professional Wax Service

BNS's Birkie wax service costs \$85 and includes base prep, LF/HF paraffins and pure-fluoro topcoats. Skiers who sign up online at bouldernordic.com before January 18th save \$10. Space is limited to the capacity of the BNS service team to ensure high-quality results, but there are spots remaining as of February 16.



BNS test fleet gets zero tested at West Yellowstone

Details and signup for the BNS Birkie Wax Service can be found at bouldernordic.com:

<https://www.bouldernordicsport.com/shop/p-772-bns-american-birkebeiner-wax-service.aspx>

Twin Cities Wax Clinic

BNS Mobile will hold a wax clinic at Theodore Wirth Park Tuesday, February 22 at 7:00PM. BNS Owner Nathan Schultz and BNS Race Service Director Eric Pepper will cover ski selection, waxing and make recommendations for the upcoming race. Pepper and Schultz have worked as World Cup wax technicians.

Birkie Expo Wax and Tool Sales

BNS will have a booth at the Birkie expo with wax recommendations as well as wax and tools available for sale. Copies of the 2010-2011 BNS Magazine with information on ski selection, stone grinding, hand structure, waxing guides and application techniques will also be available.

BNS Birkie Expo Schedule	Hayward, WI
Thursday, Feb 24	1PM-9PM
Friday, Feb 25	9AM-9PM

Ski Drop Off in Twin Cities and Hayward

BNS has three drop-off options for the Birkie Race Waxing Service. Skis can be dropped in the Twin Cities before and after the Tuesday wax clinic at Wirth Park, or at the Edina UPS store before noon on Wednesday, February 23, 2011.

Date	Time	Location	Address
Tues, Feb 22	4:30-7:00P 8:30P-9:00P	Theodore Wirth Park Fireplace Room	1301 Wirth Parkway Golden Valley, MN 55422
Before 1PM Tues, Feb 22	Hours: Mon-Thu 8A-8P Fri 8A-7:30P	**Edina UPS store	5021 Vernon Ave South Edina, MN 55436-2102
Thurs, Feb 24	10AM-9PM	Birkie Expo Hayward, WI	BNS Mobile Trailer outside the expo
Friday, Feb 25	8A-11A	Birkie Expo Hayward, WI	BNS Mobile Trailer outside the expo
**UPS Store drop-offs must be prepaid on-line and have name, phone number and copy of receipt attached to skis. UPS hours: Mon-Thu 8am-8pm, Fri 8am-7:30pm. Deadline for UPS drop: 1PM Feb 22			



BNS Mobile – Bringing World Cup Service to Everyone

“Our overall mission at BNS is to bring World Cup service to everyone, and BNS Mobile is the final piece that allows us to support skiers when they want and need help most – on race day. We’ve spent the last four years developing ski selection and stone grinding services that have raised the bar for pre-race ski service in the US and now we want to bring that same level of support and expertise to racing service,” said BNS Owner Nathan Schultz. Schultz was on the US Ski Team’s service crew at the 2009 World Championships and 2010 Olympics.

BNS Mobile is run by Eric Pepper, BNS’s Race Service Director, who will travel to the majority of the large races and coordinate the BNS team that includes Roger Knight, Zach Caldwell, Nathan Schultz and Amy Caldwell. This core team has a large base of race service experience including providing race service at World Championships, the Olympics, World Cups, National Championships, Marathons, Supertours, Junior races and local races across the world. Pepper noted, “Our team has an amazing amount of experience and our goal is to bring a new level of professionalism to every race we support. We’re excited to test waxes and structures at a World Cup level at these races, providing our customers with great skis and educating the public about waxing and testing.”

BNS Mobile Schedule

EVENT	DATE	LOCATION
West Yellowstone Ski Festival	11/21/10–11/28/10	West Yellowstone, Montana
Noquemanon	1/29/11	Marquette, Michigan
Craftsbury Marathon	1/29/11	Craftsbury, Vermont
Alley Loop	2/5/11	Crested Butte, Colorado
Boulder Mountain Tour	2/5/11	Sun Valley, Idaho

City of Lakes Loppet	2/5/11–2/6/11	Minneapolis, Minnesota
UVM Carnival/Eastern Cup	2/5/11–2/6/11	Stowe, Vermont
Mora Vasaloppet	2/13/11	Mora, Minnesota
American Birkebeiner	2/26/11	Hayward, Wisconsin
Masters World Cup	3/3/11–3/11/11	Sovereign Lakes - Vernon, BC
Coureur des Bois	3/19/11	Steamboat Springs, CO

Boulder Nordic Sport brings World Cup Service to everyone with full-service cross-country ski shops in Boulder, Colorado; Portland, Maine and on-line at bouldernordic.com and now at events across the US with BNS Mobile. BNS specializes in professional ski service using Tazzari stone-grinding equipment as well as sales and advanced fit of cross-country skis, equipment and technical apparel. BNS carries a full line of wax and professional tuning equipment as well as distributing the Ski*Go and Holmenkol product lines in the US.

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BNS Mobile

Pro Race Wax Service &

Mobile Store

At an Event Near You

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