



FOR IMMEDIATE RELEASE

Boulder, CO—August 28, 2020 It is with great disappointment that Boulder Nordic Sport (BNS) announces today the permanent closing of its BNS Midwest location in Minneapolis, Minnesota. Boulder Nordic Sport's other two locations in Boulder, Colorado (BNS HQ) and Portland, Maine (BNS East) remain open. The Midwest store is closing due to our inability to ensure a safe environment for employees and customers under the constraints of COVID-19. BNS has no immediate plans to open a new location in the Midwest. BNS HQ in Boulder is fully open, and BNS East is by appointment only through mid-September when it will re-open with normal in-store hours.

BNS founder Nathan Schultz summarized the unfortunate situation, "We have been working closely with the Loppet Foundation to try to find a solution for months. Unfortunately, the reality is we were challenged by limited space before COVID, but the extra distancing requirements under COVID make it impossible to operate rentals and retail safely. We are exasperated, as we just invested heavily in launching the new location inside the Trailhead at Theodore Wirth Park in October, 2019. We were excited to continue our work in this vibrant and active community center."

With the shuttering of BNS Midwest, all BNS stone grinding operations have been moved to Boulder and will be run by a team led by BNS Founder Nathan Schultz. BNS will continue to focus on its core business of providing top-level service and high-quality products to serve cross-country skiers of all abilities and interests. Worldwide shipping continues to be available from BNS for orders placed by phone and on the new bouldernordic.com, planned for launch in late September.

BNS Boulder General Manager, Hennie Kashiwa, said, "While it's incredibly tough to unexpectedly close a store, especially in such a great skiing community, we look forward to simplifying our operations. We are determined to make the best of the situation and are focused on delivering what we do best."

Skis for stone grinding services can be dropped off or shipped to BNS headquarters in Boulder, Colorado. Customers who had skis at BNS Midwest for stone grinding will have them delivered to their homes after the service work is complete. BNS is targeting the completion of the next grind batch in early October. Hand-selected ski orders will be slightly behind schedule—in homes in September-November as they come available from suppliers.

Contact Boulder Nordic Sport Headquarters for more information at 720.227.9400 or 877.BNS.SKIS (877.267.5447).

About Boulder Nordic Sport (BNS): *Boulder Nordic Sport brings World Cup Service to everyone with full-service ski shops in Boulder, Colorado; Portland, Maine; and online at bouldernordic.com. 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 imports Holmenkol, Rode, and SkiGo wax lines and carries a full line of wax and professional tuning equipment from over ten wax brands.*

Information about Boulder Nordic Sport and the new BNS Magazine are available at www.bouldernordic.com.

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MEDIA CONTACT: Hennie Kashiwa

hennie@bouldernordic.com

970-846-6054