



## **FOR IMMEDIATE RELEASE**

### **Borah Teamwear Proudly Sponsors "Birkie Trail Kids" Program, Empowering the Next Generation of Outdoor Enthusiasts**

*Coon Valley, WI* — Borah Teamwear is thrilled to announce our partnership with the "Birkie Trail Kids" program as a sponsor for the next two years. This collaboration with the American Birkebeiner Ski Foundation is a natural fit for Borah Teamwear's mission to support active lifestyles and nurture a love for outdoor sports in youth.

The "Birkie Trail Kids" program, designed to foster outdoor activity and skill development for kids ages 5-13, focuses on building strength, confidence, and respect for nature through year-round, non-competitive outdoor experiences. Borah Teamwear is honored to play a role in this transformative program, helping to equip and inspire future generations to explore and enjoy the outdoors.

"We are immensely proud to support Birkie Trail Kids," said Chris Jackson, Owner at Borah Teamwear. "Encouraging young people to get active outdoors is at the core of our brand's values, and we look forward to contributing to the Birkie community through this sponsorship. Together, we're creating a foundation of physical fitness, resilience, and environmental stewardship that will benefit these kids for years to come."

Over the next two years, Borah Teamwear will provide custom apparel for the Birkie Trail Kids, ensuring that each participant is equipped to enjoy their activities comfortably and with pride. This partnership reflects Borah Teamwear's ongoing dedication to supporting grassroots programs and fostering a strong outdoor community.

For more information about Borah Teamwear's involvement in community youth programs, visit <https://www.birkie.com/live/training-programs/birkie-trail-kids/> or follow us on social media.

#### **About Borah Teamwear**

Borah Teamwear designs and manufactures high-quality, custom apparel for cycling, Nordic, alpine, running, and triathlon sports. Based in Coon Valley, Wisconsin, Borah Teamwear is dedicated to producing top-quality gear for athletes at every level. Each piece of gear is made sustainably in the USA with attention to quality, performance, and comfort.

#### **About Birkie Trail Kids**

The Birkie Trail Kids program, part of the American Birkebeiner Ski Foundation, introduces youth to an array of outdoor activities, fostering confidence, health, and a deep appreciation for the natural environment. From hiking and biking to skiing and adventure-based learning, Birkie Trail Kids is committed to nurturing a lifelong love for outdoor activity.

For more information, please visit [birkie.com/live/training-programs/birkie-trail-kids/](https://www.birkie.com/live/training-programs/birkie-trail-kids/) or contact Birkie Marketing (715) 575 – 1168 or [media@birkie.com](mailto:media@birkie.com)

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