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**Sponsorship Announcement Jan 2017**

The XC Chelsea Masters and Fresh Air Experience are thrilled to announce that they have entered into an exclusive three-year sponsorship agreement beginning in December 2016. The agreement strengthens an already well established relationship that has existed over the last six years. “We are really exited and grateful for the level of financial support Fresh Air is providing us” said Natalya Kuziak, the President and founder of the XC Chelsea Masters. “As well, their generosity with goods-in kind and technical expertize that they share with us will be of huge benefit to all of our members, whether they be recreational skiers or dedicated competitors." Jon Digney, the owner of Fresh Air Experience said that, “We are eager to help the members of the XC Chelsea Masters gear up so that they can pursue their individual and team objectives. At Fresh Air, we are proud to support this and other worthy clubs who are part of the vibrant skiing community here in the Ottawa-Gatineau region.”

The agreement, which is now in place until December 2019, provides cash, goods-in-kind, discounts to XC Chelsea Masters members and many other benefits including events offered by Fresh Air Experience. The sponsorship agreement will also better enable both XC Chelsea Masters and Fresh Air Experience to continue to support the development of local junior athletes through ski-related fund raising events, something in which both organizations have established traditions. By working more closely together, they hope that the entire skiing community in the region will benefit.

Duncan Baird, the manager of Fresh Air Experience, is eager to welcome members of the XC Chelsea Masters into the store on Wellington Street in Ottawa. “Just come in and introduce yourselves and I and my dedicated staff will do everything we can to ensure that you are adequately equipped to help meet your skiing objectives”.

The XC Chelsea Masters is now in its seventh year and is a club for both competitive and recreational masters cross-country skiers (i.e., age 30, give or take a few years, and up) run by local coaches in Chelsea, Quebec and Ottawa, Ontario. It offers structured training programs that are designed to bring masters skiers to a fitness level and technical ability that will allow them to improve their performance in ski races of short and long distances, ski loppets, touring events and recreational skiing. Many masters join in order to get in shape for the Gatineau Loppet or the Canadian Ski Marathon. Others simply want to get in shape for the ski season and learn to be better skiers.

Fresh Air Experience has been providing Ottawa and area with high quality outdoor goods and services since 1969. The store specializes in cross-country skis, bicycles, clothes, and many other sport-related products. It has long been at the forefront of race ski selection techniques and high performance waxing and is extremely proud of the podiums and other huge accomplishments that its customers have earned while skiing on equipment selected by people working at the store. Fresh Air Experience also ship skis to customers across Canada, from BC to Newfoundland.