

Get Out There NordicFest

Get Out There Magazine Launches NordicFest to serve snowshoe and cross country ski market

October 26, 2009 (Toronto, Ontario) Get Out There Magazine today announced the launch of Get Out There NordicFest, a consumer and trade festival that will serve the growing Nordic sports (cross country skiing and snowshoeing) market. The first annual event will take place on February 6th at Scenic Caves in Collingwood, Ontario and will feature product demonstrations from major manufacturers, clinics, prizes and free hot chocolate all day. Festival-goers will have the opportunity to hit the spectacular trails along the escarpment and test the latest gear.

“NordicFest is a strong complement to the other offerings from Get Out There in print and online,” says Get Out There President Marissa Schroder. “We’re reaching consumers at every level – in the magazine, online and now at events. It really completes the full picture of what we can offer to our advertisers and stakeholders.”

NordicFest will provide an opportunity for manufacturers of skis, snowshoes and winter apparel to connect directly with a broad cross-section of consumers. “This is not a traditional demo day,” says Schroder. “We’re not just reaching the core Nordic audience – we’re also connecting with outdoor enthusiasts and athletes who may be skiing or snowshoeing for the first time, or returning to these sports. We know this market is growing, and this presents an opportunity to really heighten the mainstream appeal of these sports and bring new people into the category.”

NordicFest will also incorporate a trade element which will bring manufacturers and retailers together. Manufacturers will be able to showcase product to the public as well as connecting directly with retailers. “This is an added benefit for manufacturers to attend the festival. Retailers can see immediately what products consumers are drawn to,” says Schroder.

NordicFest will be promoted heavily in the magazine and to ski clubs across the region. “Based on the initial response to the event, we’re expecting a sell-out crowd,” says Schroder. “The interest has reconfirmed our belief that we can create a great event to serve this under-served market.”

Tent bookings, sponsors and prize donations are currently being sought. Exhibitors at the festival receive substantial brand recognition in promotional materials leading up to the event and can benefit from advertising and event combo packages that allow for a comprehensive Nordic marketing strategy.

For information about this event please contact:

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To book tent space, donate a prize or become an event sponsor, please contact:

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