



FOR IMMEDIATE RELEASE:

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## **FinnSisu & Endurance Athlete Announce Partnership on Junior and Master Training Programs**

Saint Paul, Minn. – Feb. 18, 2008 – FinnSisu is proud to announce the addition of Endurance Athlete to its coaching staff for its juniors and masters training programs.

New to the Sisu training schedule will be an expanded competition level juniors program running from August 7<sup>th</sup> (end of summer training program), to November 1st. The focus will be on preparing junior racers for competition while building a sound foundation of training skills for long term success. The program is being developed and implemented utilizing some of the best knowledge and experience available nationally and internationally to ensure racing success for its members.

The remaining Sisu training programs will continue largely unchanged. An 8 week summer junior program will begin June 17<sup>th</sup>, a year around masters program begins May 8<sup>th</sup>, and a second masters “fall/winter” program begins in November. Vakava racing, the elite level racing group of Sisu skiers will continue as well, maintaining a year-round focus on training and racing at the masters level. Sisu programs have an unprecedented record of success, having produced national champions, masters national champions, junior national champions, as well as Olympic and international level competitors.

Additional opportunities for Sisu skiers in '08-'09 include summer camps (on and off snow), information/training seminars and a number of consulting/visiting coaches, many of whom boast international race/coaching success.

“We are very excited about the knowledge and expertise Ben Popp and Endurance Athlete will bring to our training and racing programs,” commented Taipale. “This cooperation will guarantee the future of high level coaching in Minnesota. Ben’s organizational and coaching skills will be a huge asset to our programs development and evolution. “

Registration forms and additional program information will be available starting March 1<sup>st</sup> at FinnSisu, online at [finnsisu.com](http://finnsisu.com) or [enduranceathlete.com](http://enduranceathlete.com).

### **About**

#### FinnSisu

Since 1978, Finnsisu has developed an expert staff unmatched in the industry to help skiers find exactly the right equipment and fit to match your needs from international competitor to weekend tourer. Finnsisu has provided the ski community with coaching, coaches education, product selection, stonegrinding, waxing, race course design, race event promotion, product development, as well as being goodwill ambassadors of cross-country skiing throughout the midwest.

#### Endurance Athlete

Ben Popp is founder and head coach of Endurance Athlete (EA), a Minnesota-based provider of customized coaching services for endurance athletes. EA helps athletes reach their goals with proven training programs, individualized instruction and established testing protocols. With more than 15 years experience in coaching and participating at an elite level in skiing, cycling, triathlon and distance running, Popp has won RAAM, had top 25 Birkie finishes and has coached state and national champions. Learn more about EA online at [www.enduranceathlete.com](http://www.enduranceathlete.com).

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