



**FOR IMMEDIATE RELEASE**

## **Pioneer Midwest and Rex Wax Commit to Three Year Agreement as Presenting Sponsor of the American Birkebeiner Ski Race**

*[Hayward, WI, July 21, 2025]* – The American Birkebeiner Ski Foundation (ABSF) proudly announces that Pioneer Midwest and Rex Ski Wax have jointly committed to being the Presenting Sponsor of the American Birkebeiner Ski Race.

Pioneer Midwest has been offering high-quality cross-country ski equipment and services since 1980. Their team of skiers, coaches, and outdoor enthusiasts is committed to ensuring every skier is properly fitted and equipped, always aiming to be the top cross-country ski shop in the Twin Cities. "Pioneer Midwest is proud to sponsor the American Birkebeiner," said Matt Liebsch, owner and the 2009 Birkie champion. "This partnership allows us to support a race that has greatly impacted the U.S. ski community. Our staff's expertise in racing and equipment support has helped many athletes achieve their best performances at the Birkie."

The American Birkebeiner, affectionately known as the "Birkie," is North America's largest cross-country ski race, drawing thousands of participants and spectators annually to the iconic Birkebeiner Trail in Cable and Hayward, Wisconsin. With a tradition dating back to 1973, the Birkie has become a symbol of endurance, camaraderie, and the beauty of the winter landscape. "We couldn't be happier to continue expanding our partnership with Pioneer Midwest and Rex," said Ben Popp, Executive Director of ABSF. "Their commitment to the Nordic community and promoting active, healthy lifestyles aligns perfectly with our mission to inspire people of all ages and abilities to live active, adventurous lives through cross-country skiing."

Rex was founded in 1952, initially producing the combustion cartridge for the Helsinki Olympic torch. Since then, we have focused on producing the world's finest ski wax. "Nearly a decade ago, we attended our first Birkie as a small, lesser-known wax brand. With the support of Pioneer Midwest and our retailers, we've grown into one of the largest ski wax companies globally. Now, we're proud to give back as a presenting sponsor of the American Birkebeiner," said Mike Hecker, Managing Director, Rex - North America

For more information about Pioneer Midwest, visit <https://pioneeermidwest.com>. Learn more about Rex at <https://www.rexwax-usa.com/>. For more information about the American Birkebeiner Ski Foundation, visit <https://www.birkie.com/>. For additional comments from the ABSF, please get in touch with Birkie Marketing (715) 575 – 1168 or [media@birkie.com](mailto:media@birkie.com).

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