

SNØ RACING

Team Birkie becomes SNØ Racing

June 9, 2026, *MINNEAPOLIS, MN* — It's official: Team Birkie is changing its name to SNØ Racing. The new name and logo honor the Nordic origins of the sport (SNØ is Norwegian for snow) while capturing the energy of this unique Midwestern-based program for elite cross-country skiers.

"We think the new logo reflects the power and forward-moving energy of our program," says Luke Bodensteiner (OLY '92 '94), SNØ Racing trustee and Strategy Committee chair. "This is a logo that will stand out when our athletes take their places on race podiums across Europe and North America."

SNØ Racing carries forward the legacy of Team Birkie while streamlining opportunities to reach sponsors, suppliers and donors. Out from the shadow of the world renowned Birkie, SNØ Racing now stands with its own brand.

SNØ Racing is grateful to the three founding partners, the American Birkebeiner Ski Foundation (ABSF), the Loppet Foundation and Central Cross Country Skiing (CXC). These three continue to provide financial and leadership support.

The new name and logo strongly position SNØ Racing to secure sponsorship and supplier agreements, enabling it to support athletes with global ambitions.

About SNØ Racing

SNØ Racing is a Minneapolis based non profit cross-country ski team dedicated to developing and supporting high-performance athletes while promoting the sport of Nordic skiing.

SNØ racing (formerly Team Birkie) is a program of Knicker Nordic Ski Club Inc. 501(c)(3) · EIN 47-1472822. For further information, please visit snoracing.org or contact info@snoracing.org.