



FOR IMMEDIATE RELEASE

Tailwind is now the Official Liquid Fuel of the American Birkebeiner Ski Foundation

[Hayward, WI, October 2, 2026] – The American Birkebeiner Ski Foundation (ABSF) proudly announces that Tailwind Nutrition is now the official liquid fuel of the American Birkebeiner Ski Foundation's annual events.

Best known for North America's largest cross-country ski race, the ABSF hosts nearly 50 annual events, including trail running races and biking events. Each endurance event requires on-course nutrition and hydration to keep athletes functioning at their peak performance.

Founded in Durango, Colorado, Tailwind is trusted by the most dedicated athletes, because Tailwind products are formulated to work efficiently and effectively with athletic bodies to optimize performance. Whether chasing the winning goal or blazing down the trails, Tailwind provides fuel, hydration, and recovery that is easy to use, digest, and enjoy.

"We're proud to partner with the Birkie to provide the highest quality fuel for their year-round athletes," said Jeff Vierling, founder and CEO of Tailwind Nutrition.

Tailwind Nutrition made its debut on the American Birkebeiner course at the Birkie Trail Run on September 26 at aid stations on its marathon, marathon relay, half marathon, Nordic trek, 10K and 5K race courses. Tailwind Endurance Fuel will be available to racers at year-round Birkie events.

For more information about Tailwind, visit tailwindnutrition.com. For more information about the American Birkebeiner Ski Foundation, visit birkie.com. For additional comments from the ABSF, please reach out to Birkie Marketing (715) 575 – 1168 or media@birkie.com.

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