

Boots are a Key Ingredient

By Jimmy Gunka
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It was nice to try to give back to the sponsors on this night after all we have received from them. Overall the night was a terrific success with a big turnout and it was a win-win for athletes and for the customers. We all did our part in representing our sponsors and products with all athletes for sure a little biased towards their sponsors.

Thank you to all who came out and a huge, huge thank you to all the equipment sponsors on behalf of the team! We wouldn't be able to do what we do, without you.



For the last 5 years, Fresh Air Experience, one of the most popular and successful high performance ski and bike retailers in Canada, has held a Big Thunder Night. If you are a member of the Big Thunder Nordic Ski Club you get to come in after hours for a night of discounts, one on one ski picking help, and much, much more.



Since I can remember NDC Thunder Bay has volunteered during this event to act as role models, help, and most importantly - show off and advertise our sponsors. We rarely get to do so when not at races so we take this opportunity to do it in a little different setting. I personally, was there to help represent Alpina, Fischer, and Swix. It was nice to share my knowledge of the products with the younger athletes and try to help them make the right decision about their equipment.

One thing that I stress often, is the need for very comfortable boots. Sure, most top end poles and skis are similar but boots can make a huge difference. For me, the choice is Alpina, they have been there for me for the last five years and I can't fathom skiing on other boots, sure I've tried others on, but foot cramps and just overall poor fit wasn't for me.

Obviously without downgrading other respectable companies, I helped a few people make what in my opinion was the right decision - choosing the right boot for them. And yes, I did steer them towards the former RED Dot award winner for innovation, Alpina. Might as well choose what two of the most successful skiers, Petter Northug and Dario Cologna, chose to get them to the finish line in first place.