



NORTH COUNTRY SPORTS COUNCIL

FOR IMMEDIATE RELEASE

Media Contact:

Matthew Dougherty

mdougherty@northcountrysports.org



Nicolet National Bank Named Presenting Partner of World Snowshoe Championships

Presenting partnership of the World's largest annual snowshoe event underscores Nicolet National Bank's commitment to supporting events within the community

Brillion, Wisconsin (September 26, 2025) – Nicolet National Bank in partnership with the North Country Sports Council, today announced an agreement to become the presenting partner of the World Snowshoe Championships, hosted December 19-21, at Ariens Nordic Center located in Brillion, Wisconsin.

Each year, the World Snowshoe Championships draws elite athletes from across the world. In 2024 the event was held at Fuente de' in the Picos de Europa mountains in central Spain and had athletes participate from Spain, USA, Italy, France, Great Britain, Argentina, India, Canada and Sweden.

As part of this year's World Snowshoe Championship Presented by Nicolet National Bank the North Country Sports Council in partnership with Ariens Nordic Center are adding the US Snowshoe Championships and an Open Championships allowing snowshoe enthusiasts and fans three (3) days of snowshoeing. In addition, the purse of \$16,500 (US\$) is the largest purse ever offered for a snowshoe event in North America further elevating the competition's prestige.

"Nicolet National Bank has been a strong partner with Ariens Nordic Center since being established in 2022," said Monica Ariens, Ariens Nordic Center Managing Director. "We are thrilled to build upon this with them as presenting sponsor for hosting our very first world, national and open event with the snowshoe championships."

In 2024, The North Country Sports Council, a not-for-profit charitable organization, announced a multi-year partnership with the World Snowshoe Federation and the World Snowshoe Championships.

“Here at the North Country Sports Council we are committed to creating events that are not just impactful economically but also are memorable for the community and greater region,” said Matt Dougherty, Executive Director of the North Country Sports Council “Aligning with a partner like Nicolet Bank who invests everyday into the community is exciting and very appreciative.”

Registration and information can be found at: <https://www.tixr.com/groups/ariens/events/2025-snowshoe-world-u-s-and-open-championships-123588>

ABOUT NICOLET NATIONAL BANK

Nicolet National Bank is a growing, full-service, community bank providing services ranging from commercial, agricultural and consumer banking to wealth management and retirement plan services. Founded in Green Bay in 2000, Nicolet National Bank operates branches primarily in Wisconsin, Michigan, and Minnesota. More information can be found at www.nicoletbank.com.

ABOUT THE NORTH COUNTRY SPORTS COUNCIL:

Established in 2024, NCSC is a not-for-profit charitable organization, IRS 501 (C) (3) based in Saranac Lake, NY. Our goal is to make NCSC one of the best councils if not the best at attracting, creating, developing and amplifying sport, events and entertainment to help drive economic impact. For more information go to www.northcountrysports.org

ABOUT ARIENS NORDIC CENTER:

Located adjacent to Round Lake Farms on 200 acres at the outskirts of Brillion, Ariens Nordic Center opened in December 2022, offering a year-round trail network for recreation, training and competition for cross-country skiing, biathlon, roller-skiing, running, hiking, and more. The facility is open to the public and includes lighting, snowmaking, a paved roller-ski loop for off-season training, a pond for snowmaking purposes and a 20-point biathlon range. For more information go to www.ariensnordic.com

ABOUT WORLD SNOWSHOE ASSOCIATION:

The World Snowshoe Federation (formerly known as the ISSF) is a non-profit, international sports federation, that was founded in 2010. The primary mission of the WSSF is to serve as the international governing body for the Sport of Snowshoe Racing and to assist in the organization and governance of the various national governing bodies for Snowshoe Racing around the World. The primary mission of the WSSF is to develop snowshoe activities at all levels across the world. This includes but is not limited to grass roots recreational events, junior development, adult learning to snowshoe events and international championships. Our goal is to have as many people around the world as possible passionately enjoying snowshoeing as a winter health and fitness activity. For more information go to www.worldsnowshoe.org