

Dynafit adds a new Competence Center in Keene Valley, NY

Boulder, CO - Dynafit, the leader of the light-and-fast backcountry ski revolution, is proud to announce the addition of its 5th Competence Center in North America. Starting this December, backcountry consumers looking for a leading source of DYNAFIT information and product selection will have a new location to fulfill their desire to go farther-faster-lighter.

Within this Dynafit partnership, The Mountaineer will provide Dynafit customers with a high level of technical support, product knowledge/selection, boot fitting and outfitting expertise as well as a regional hub for backcountry skiing and ski mountaineering. As an extension of the Dynafit family, the store and staff will be recognized as having the "heart beat of the snow leopard".

Based in prominent backcountry communities, Dynafit's Competence Centers are strategically positioned across the continent. These include Bent Gate Mountaineering in Golden, CO, Mountain Outfitters in Breckenridge, CO, Mammoth Mountaineering Supply in Mammoth Lakes, CA, and Marmot Mountain Works in Bellevue, WA.

"When you combine Dynafit as the world's only full-line full-time backcountry brand, with a constantly increasing interest in the backcountry, we feel it's critical to educate and service our customers in the best possible manner," said Chris Sword, President of Dynafit North America. "Also, The Mountaineer will be our first Competence Center link to our core users in the Northeast."

Vinny McClelland, owner of The Mountaineer, added "The Mountaineer is proud to be recognized by Dynafit as one of the top backcountry shops in the Northeast. We've been using and advocating Dynafit gear since 2004 and are more excited than ever about the products."

On December 10th, 2011, The Mountaineer will host a Kick-Off Party starting at 6pm in Keene Valley. There will be food and beverages, as well as films from the Winter Wildlands Alliance. In attendance will be Greg Hill, one of Dynafit's family of athletes, chronicling his 2 million vertical foot adventure from 2010. There will also be prizes from Dynafit including apparel and bindings!

Also as part of the Competence Center Program, The Mountaineer will host a Ski Mountaineering Camp, February 11th and 12th, 2012. In conjunction with regional Dynafit Athlete Jesse Williams, attendees will adventure into the realm of ski mountaineering, where skiing and mountaineering/climbing meet.

Based in Munich Germany with North American Headquarters in Boulder Colorado, Dynafit arrives on top first with the biggest smiles, with plenty of power left for the ultimate ride down. The highest mountains and most extreme conditions require both the lightest and most bomber gear in the world – no compromises. That is why Dynafit invests in the world's top athletes, designs, and technology.