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**Biathlon Canada Announces Renewed Partnerships with
Lapua, Roeckl, and USANA Through Next Olympic Cycle**

CALGARY—Biathlon Canada has extended its relationships with three valued partners – Lapua, Roeckl, and USANA – who have been critical to supporting the pursuit of excellence for the nation’s top biathletes. Each of the partners have committed to supporting Biathlon Canada through the upcoming Olympic quadrennial.

These renewed agreements reflect the continued commitment of each partner to the success of Canada’s biathlon athletes on the world stage. All three partnerships have expanded in scope, providing increased value-in-kind support to help optimize athlete performance and preparation.

“Biathlon Canada is incredibly grateful for the ongoing trust and commitment from Lapua, Roeckl, and USANA,” said Kerry Dankers, executive director, Biathlon Canada. “As we enter a new Olympic quadrennial, this level of support is instrumental in ensuring our athletes have the tools they need to perform at their best.”

Lapua, a global leader in precision ammunition, will continue to supply world-class products essential to competition success. Roeckl, renowned for its high-performance gloves, remains a key contributor to athlete comfort and control in all conditions, while USANA will continue to support athlete health and recovery with its premium nutritional products.

“As we now begin a new journey towards the 2030 Olympic Games, these renewed partnerships come at a pivotal time. The increased investment underscores a shared belief in the strength and potential of Canada’s biathlon program,” added Dankers. “We are thankful to each partner for their continued support and dedication to our program during these difficult economic times.”

Biathlon Canada is the national governing body for biathlon in Canada, responsible for supporting the growth and development of the sport at all levels. Biathlon Canada’s mission is to empower biathletes to thrive at every level. Trailblaze with us.

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