



FOR IMMEDIATE RELEASE

Announcing Jackson Ultima Skates' Partnership with OneTeamMVMT

Jackson has demonstrated its support for the Synchronized Skating Community with a newly formed partnership to assist OneTeamMVMT in moving its initiatives forward.

WATERLOO, ONT, March 2018 – Jackson Ultima Skates is proud to announce a partnership with OneTeamMVMT. Jackson hopes that this support will help OneTeamMVMT in their great cause of getting synchronized skating into the Olympics, while continuing to grow the sport worldwide.

The Jackson Ultima Skate Company is a leader in developing and innovating skating products. With the new Apex Synchro blade as their most recent product development, along with their tried and tested dance boot already worn by many elite synchro skaters, OneTeamMVMT is proud to have their support for the 2018 season as they align themselves with the Synchronized Skating community.

“Jackson Ultima Skates is proud to announce our partnership with One Team Movement,” said the company’s president, Mr. Kim Bauer. “At Jackson we hope this support helps One Team Movement in their great cause of adding Synchronized Skating to the Olympics and to continue to grow the sport worldwide. Synchro is a huge part of the skating world and we will be working closely with OTM to successfully grow the sport. At Jackson we treat Synchronized Skating as a dedicated category that deserves the focus of our product development efforts. We have an exciting platform of new and existing products to be introduced shortly. We look forward to this great partnership.”

As a partnership initiative, OneTeamMVMT will be attending the Junior and Senior World Synchronized Skating Championships with Jackson (in Croatia and Sweden respectively), to show the synchro world just what Jackson has been developing for the synchro market. With free product giveaways and other exciting initiatives to promote a positive and fun environment at the prestigious World Championships, the future looks bright for these two organizations who proudly support the growth and development of synchronized skating.

“It’s a natural fit.” said founder, Lisa Miadovnik, of the partnership with Jackson Ultima. “With our growing momentum and the Jackson brand behind us, we feel empowered and excited about influencing and advocating for the progression of synchronized skating as a sport. We are grateful to have Jackson’s support as we launch our development camps this summer in Canada and the USA, which are open to all teams and will provide valuable development opportunities for skaters and coaches. We believe that synchro belongs alongside other ice sports currently in the Olympic Games. And with the support and recognition of companies like Jackson, we will be able to make a growing and positive impact on the sport.”

OneTeamMVMT (pronounced ‘One Team Movement’) is a registered not-for-profit organization that promotes the sport of synchronized skating on a local and global level. Founded in 2016 in Mississauga, Ont., OneTeamMVMT has grown to a 2000+ community that works with and on behalf of synchro skaters, coaches, judges, officials, fans, and future fans everywhere, to elevate the sport to its highest level.

Tournament Sports Marketing Inc., Jackson’s parent company, entered the skate business in February 1986, through the acquisition of Don Jackson Figure Skates. The Company manufactures and markets figure skates under the Jackson, Ultima, Matrix, GAM, Softec, Glacier and Cameo brands, to skate specialty stores and sporting goods retailers throughout North America. Its European operations are headquartered in the Netherlands and services retailers throughout Continental Europe. Jackson is the global leader in Figure Skate products. To learn more visit www.jacksonultima.com.

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