

**FOR IMMEDIATE RELEASE**

**MINNESOTA UNITED SNOWMOBILERS  
ASSOCIATION  
(MnUSA)**

**Presents the:**

**Dealer of the Year Award**

**February 2014**

Congratulations to Northway Sports of East Bethel, MN, for their recognition as MnUSA's 2013 "Dealer of the Year".



Northway Sports has been active in the sport of snowmobiling for over 32 years, and owner Dan Richardson works to promote all clubs and MnUSA at his business. As a dealer, Dan prefers to promote all area clubs as much as possible.

To introduce new members to snowmobiling, Northway Sports has snowmobile demo rides available at their dealership to give people a chance to experience the sport first-hand. They also distribute MnUSA and local club literature, and emphasize the importance of involvement in organized snowmobiling. Northway keeps the local club's groomer on site and helps with any equipment problems that may arise.

The Anoka area has seen a high involvement from Northway Sports, including sponsorship and door prize donation for the Anoka Area Mayors Ride, donation of materials and machines for Haydays, and fundraising for the "One Warm Coat" organization to provide winter coats to people in need. They also sponsor snocross, ice oval, and motocross racers, and provide use of snowmobiles for local safety training classes.

Northway Sports is a member of the Minnesota United Snowmobilers Association which works closely with the legislature, state, local and national organizations, to promote favorable snowmobile legislation, regulations and funding. The association and its volunteers have worked extensively to help develop Minnesota's snowmobile trail system – one of the most comprehensive systems in the country. Visit [www.mnsnowmobiler.org](http://www.mnsnowmobiler.org) for additional information.