NWANA Press Kit

Nordic Walking Association of North America (NWANA) · From the NWANA Press Kit page · Generated as a PDF from nwaofna.org on November 16, 2026

Press Kit

The Nordic Walking Association of North America (NWANA, we, us, or our) provides this Press Kit page for journalists, media organizations, sponsors, partners, public agencies, community organizations, event organizers, and other parties seeking accurate public information about NWANA and Nordic Walking in North America. This page may include official descriptions, media contacts, background information, logos, approved images, press materials, and public resources.

Effective Date: August 10, 2026

1. About NWANA

The Nordic Walking Association of North America is an organization dedicated to developing Nordic Walking in the United States, Canada, and the broader North American region. NWANA supports the growth of Nordic Walking through sport development, instructor and coach education, licenses and certifications, community programs, events, health and wellness initiatives, safety standards, partnerships, sponsorships, media resources, and public education. NWANA's goal is to help make Nordic Walking more visible, accessible, structured, and professionally supported across North America.

2. What Is Nordic Walking?

Nordic Walking is a form of walking that uses specially designed poles and technique to engage both the upper and lower body. When taught correctly, Nordic Walking can support posture awareness, coordination, balance, endurance, outdoor activity, community participation, and sport development. Nordic Walking can be practiced recreationally, socially, for wellness, and as a competitive sport.

3. NWANA's Areas of Work

NWANA's work may include: public education about Nordic Walking; sport development and competition pathways; instructor and coach education; licenses and certifications; local groups, clubs, and teams; events, challenges, and competitions; health, wellness, and active lifestyle programs; youth, adult, senior, and community participation; safety standards and conduct policies; anti-doping education and clean sport awareness; sponsorship and partnership development; media and public outreach.

4. Media Use of NWANA Information

Media organizations may use official descriptions from this page when referencing NWANA, provided that the information is not altered in a misleading way. Media should avoid presenting NWANA as a medical provider, government agency, or official representative of any third-party organization unless that relationship is specifically confirmed by NWANA. NWANA does not provide medical advice, diagnosis, treatment, physical therapy, rehabilitation, or healthcare services.

5. Short Description

The Nordic Walking Association of North America (NWANA) supports the development of Nordic Walking across North America through education, sport development, events, licenses, certifications, community

programs, safety standards, partnerships, and public outreach.

6. Medium Description

The Nordic Walking Association of North America (NWANA) is building a structured platform for Nordic Walking in North America. NWANA supports instructor and coach education, sport development, events, licenses and certifications, community programs, safety standards, media resources, and partnerships that help make Nordic Walking more visible, accessible, and professionally supported.

7. Full Description

The Nordic Walking Association of North America (NWANA) is dedicated to developing Nordic Walking in the United States, Canada, and the broader North American region. NWANA works to support Nordic Walking as an accessible activity, a structured sport and wellness practice, and a developing sport pathway. NWANA's initiatives may include instructor and coach education, licenses and certifications, events, competitions, challenges, local groups, community programs, health and wellness initiatives, safety standards, anti-doping education, sponsorships, partnerships, media resources, and public education. NWANA's long-term goal is to help build a recognizable, responsible, and sustainable Nordic Walking ecosystem in North America.

8. Key Messages

Nordic Walking is more than walking with poles; it is a teachable technique and a structured movement system. Nordic Walking can serve recreational, wellness, community, and sport purposes. NWANA is helping organize Nordic Walking in North America through education, events, licenses, certifications, policies, and partnerships. Safe participation, responsible instruction, clean sport, and community access are central to NWANA's work. NWANA welcomes participants, athletes, instructors, coaches, officials, organizers, volunteers, sponsors, donors, partners, and media.

9. Approved Name Usage

Use the organization name as: Nordic Walking Association of North America. The abbreviation may be used as: NWANA. Preferred first reference: The Nordic Walking Association of North America (NWANA). After first reference: NWANA. Avoid using unofficial abbreviations, altered names, or names that imply affiliation with another organization unless approved by NWANA.

10. Logo and Brand Assets

NWANA logos, emblems, marks, images, and brand materials may be available through the Logos & Brand Assets page. Use of NWANA brand assets must follow NWANA brand rules and approval requirements. Downloading a logo or image does not automatically grant permission for commercial, sponsor, merchandise, event, apparel, advertising, or public promotional use.

11. Photos and Video

NWANA may provide approved photos, videos, or image resources for media use. Photos and videos may be subject to copyright, participant privacy, photographer rights, event restrictions, or youth participant limitations. Media outlets should credit NWANA or the appropriate photographer when requested. Do not use NWANA photos or videos in misleading, offensive, commercial, or unrelated contexts.

12. Interview Topics

NWANA may be available for interviews or comments on topics such as: Nordic Walking in North America; benefits and accessibility of Nordic Walking; Nordic Walking technique and education; growth of Nordic Walking as a sport; instructor and coach development; community programs; active aging and wellness participation; events and competitions; safety standards; partnerships and sponsorships; NWANA organizational development.

13. Media Requests

Media representatives may contact NWANA for: interviews; quotes; background information; event information; logo or image requests; speaker requests; fact checking; press releases; media partnerships. Please include your name, organization, deadline, topic, requested format, and contact information.

14. Sponsorship and Partnership Inquiries

Sponsors, partners, public agencies, community organizations, schools, clubs, health and wellness organizations, and event organizers may contact NWANA for collaboration opportunities. Media and partnership requests may be routed to the appropriate NWANA representative.

15. Accuracy and Updates

NWANA may update this Press Kit page from time to time as programs, events, leadership, licenses, certifications, partnerships, and organizational resources develop. Media organizations should use the most current information available on NWANA websites or contact NWANA to confirm details before publication.

16. Contact NWANA

For press, media, sponsorship, or partnership inquiries, contact NWANA: Email: info@nwaofna.org. Subject line: Press / Media Request