

## Icelandic national team wears 66°North at the 2010 Winter Olympics

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The Icelandic athletes competing at the Winter Olympics from February 12-18 in Vancouver will be wearing clothes from 66°North.

The participants from Iceland and their entourage walk into the Olympic stadium at the opening ceremony dressed in stylish and well made garments from 66°North. The clothes that they will wear are among other Kaldi sweater and cap, Jadar pants, Hlidarfjall skiing jacket and skiing pants, Asia light jacket, and last but not least Surtsey caps that are specially marked for the Winter Olympics in Vancouver. These caps will also be sold in the shops of 66°North to support the Icelandic Sports and Olympics Association.

The Icelandic athletes are highly anticipative, as the Olympics are without any doubt the greatest event that any athlete dreams of competing at. It is a great achievement to reach the requirements for competing at the games. It will be exciting to watch the successes of the Icelandic athletes, as they have practiced rigorously for the games. A number of Icelanders live in and near Vancouver, and they are strongly expected to show up at the games to encourage their fellow countrymen.

### About 66°North

66°North - Sjöklaedagerdin Ltd. is one of Iceland's oldest manufacturing companies For decades it has been a market leader in the production of seaman's and work clothes. Over the past ten years, 66°North has grown extensively and is considered an expert in the production of a wide selection of outdoor clothing. This expertise has been rewarded with numerous awards for its designs and marketing campaigns.

Today, 66°North - Sjöklaedagerdin has more than 300 employees and runs 10 shops in Iceland under the brands 66°North and Rammagerdin. The company's website is [www.66north.com](http://www.66north.com).

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