



16.3.2017

Special newsletter

FINLAND JOINS INTERNATIONAL NORDIC WALKING FEDERATION (INWA)

International Nordic Walking Federation INWA now has a member organization in Finland!

It has been a long period since INWA had a member organization representing Finland but now the time has come. President of INWA, Aki Karihtala, put together a highly professional team and Nordic Walking Finland (NWF) was officially registered on the 13th of February 2017. NWF also signed a membership agreement with INWA which means that INWA is now presented in the motherland of Nordic Walking. INWA itself was also registered in Finland in year 2 000 but most of its activities have been abroad since then. NWF will follow the education guidelines and principles of INWA.

Nordic Walking is a perfect tool to combine exercise and tourism

Nordic Walking is already well known internationally and the population of Nordic Walkers is over 10 million. For example Japan, China and Russia are presently fastest developing Nordic Walking countries in the east. Finland is seen among the Nordic Walkers as the home of Nordic Walking and therefore NWF will also focus on offering Nordic Walking for the international tourists. "We just need to offer right kind of packages for the tourists", says Aki Karihtala." INWA has activities in close to 20 countries and NWF will be a great support for those who want to visit our country. NWF can serve tourist groups with 12 different languages."

Events, competitions, education and international co-operation

In addition to development of Nordic Walking products for tourism, NWF will also organize health promoting Nordic Walking events with its partners. Nordic Walking competitions are also getting very popular in Europe and Finland should follow this trend as well. Concerning the Nordic Walking education, NWF will follow the guidelines and principles of INWA.

Team members of Nordic Walking Finland

Hanna Sarkeala, director of operations

Tiia Aherto, education

Annika Kalvia, events

Aki Karihtala, Chairman of the Board

Nordic Walking Finland can be found on Facebook and the website will be open soon.

Contact information:

Hanna Sarkeala

nwfinland@gmail.com

Aki Karihtala

aki.karihtala@procertus.fi