



# PRESS RELEASE

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**OFFICIAL RETAILER and COMPETITIVE GEAR**

## **JAKROO Partners with Jamaica Bobsleigh & Skeleton Federation as Official Retailer, and Licensed Competitive Gear**

*California retailer to provide Jamaica Bobsleigh & Skeleton (JBSF) athletes with competition apparel*

**JAMAICA, Kingston (November 22, 2024)** – [JAKROO](#), the online specialty retailer of premium outdoor gear, accessories and apparel, announced today that it will partner with [Jamaica Bobsleigh & Skeleton Federation](#), the national governing body for the sport of bobsleigh and skeleton in Jamaica. JAKROO will serve as the official online retail store of licensed Jamaica Bobsleigh & Skeleton apparel and will provide all Jamaica Bobsleigh & Skeleton athletes with official attire.

“We have been keen on identifying the right partner to drive revenue for the program from merchandise sales as well as equip us to compete at a world-class level.”, says Olympic athlete and Chairman Nelson “Chris” Stokes. “This partnership with JAKROO will equip our athletes with high-quality, technical gear for competitions, helping to provide them with a competitive edge.”

As the official online retailer for licensed JBSF gear, JAKROO will sell JBSF product on Jamaica Bobsleigh and Skeleton [Official Team Store](#). Fans will get a first glance of [Jamaica Bobsleigh & Skeleton Federation](#) starting November 20; some of the highlighted product offerings will be the JBSF “Joey” Pullover, JBSF “Stride” Long Sleeve and JBSF “Stride” Hoodie.

“The Jamaican Bobsleigh and Skeleton team are an iconic part of sporting history, and we are very excited and proud to be partnering with such an incredible team,” says Brian Opsal, Sr. Director of Marketing at JAKROO. “We look forward to outfitting the Jamaica Bobsleigh and Skeleton team in our JAKROO products!”

Jamaica Bobsleigh & Skeleton continues to warm the hearts of people all over the world thanks to the movie “Cool Runnings” however the “Hottest Thing On Ice” is on a mission to develop, excel and act as a beacon to mankind illuminating the power of human spirit and the potential of each human being, regardless of where life places them.

For more information on Jamaica Bobsleigh & Skeleton, please visit [www.jamaicabobsleigh.org](http://www.jamaicabobsleigh.org)

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#### ABOUT JAKROO:

JAKROO Custom Apparel is a leading custom endurance clothing manufacturer offering customizable premium performance wear for cyclists, triathletes, and endurance athletes. JAKROO’s proprietary just-in-time, made-to-order production system allows customers to design, order and receive their custom performance wear in 2 weeks or less.

For more information go to [www.jakroo.com](http://www.jakroo.com)

#### ABOUT JAMAICA BOBSLEIGH & SKELETON:

The Jamaica Bobsleigh and Skeleton Federation (JBSF) is the governing body for the sport of Bobsleigh and Skeleton in Jamaica and has been a member of the International Bobsleigh and Skeleton Federation since 1987. The JBSF therefore has administrative responsibility for the iconic Jamaican Bobsled team, immortalized in the 1993 perennial favorite movie, Cool Runnings. Since its dramatic and auspicious debut at the Calgary Olympic Winter Games in 1988, the Jamaican Bobsled team has competed in seven subsequent Games, most recently in Beijing in 2022 where it had its largest contingent ever including a 2-man team, a 4-man team and a women’s Monobob competitor. The team remains the most globally recognizable brand in the sport of bobsled and one of the most beloved brands in the Olympic Movement.

For more information go to [www.jamaicabobsleigh.org](http://www.jamaicabobsleigh.org)