



## **Danny Elder, Owner OffAxis**

### **Finalist for the Cameco Award for Young Entrepreneur of the Year**

Danny Elder, co-founder of OffAxis, has been passionate about board sports and the associated lifestyle since the age of eight. In 2001, at the age of nineteen, Danny and his brother Doug opened a retail store that catered to this market. His approach to success combines passion for the products he is selling, supporting local athletes, and having strong involvement in the community.

OffAxis also markets itself by organizing events that young people can enjoy and that revolve around the lifestyle and culture that OffAxis represents. These events started out with only a few hundred people in attendance, but have significantly grown and some are now attracting over 15,000 people.

Committed to offering the most innovative products in the industry as well as the latest fashion trends for its customers, OffAxis doubled its size in 2004 and opened a second location in 2007, with plans underway for a third by late 2009. It is evident that Danny has a long term vision for success.

**Contact:**

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*The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit [www.saskchamber.com](http://www.saskchamber.com) or call 306-352-2671 for more information.*

