



For Immediate Release

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Who We Are: The American Birkebeiner Ski Foundation®

Located near Hayward and Cable, Wisconsin, the American Birkebeiner Ski Foundation (ABSF), a 501(c)(3) organization, is known for its signature American Birkebeiner Ski Marathon held each February. Today, the Birkie brand has grown to encompass a year round lifestyle that provides healthy, active events for thousands of outdoor fitness enthusiasts of all levels. From the iconic Birkie Ski Race, to the Birkie Trail Run & Trek and the Fat Bike Birkie—the world's largest fat bike race, the ABSF and the Birkie Trail attract skiers, runner, bikers, trekkers and hikers from casual day-trippers to elite superstars. The Birkie embodies a healthy, active lifestyle, is a fitness destination and mecca for outdoor sports enthusiasts, and offers a series of best-in-class race opportunities. Ski. Run. Bike. Live! Visit www.birkie.com to learn more.

The Birkie Mission

Our mission is to promote and conduct the finest international cross-country ski competition and healthy, active lifestyle events; to serve as good stewards of the American Birkebeiner Trail; and to support healthy and active lifestyles among people of all ages and abilities.

The Birkie has grown into much more than just a race. Today the Birkie represents a year-round, healthy, active lifestyle that provides events for thousands of outdoor fitness enthusiasts of all ages and abilities.

As of 2014, the ABSF has awarded nearly \$400,000 to youth cross-country ski programs across the United States.

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