



**FOR IMMEDIATE RELEASE**

Contact:  
Nancy Knutson  
715-638-2637  
[Nancy.Knutson@Birkie.com](mailto:Nancy.Knutson@Birkie.com)

## Birkie Trail Run & Trek Kicks off this Saturday on the Legendary Birkie Trail

***One day. Eight events. Introducing NEW Ultra 100K Marathon!***

**Hayward, WI (September 22)** — The 14<sup>th</sup> annual American Birkebeiner Ski Foundation® (ABSF) Birkie Trail Run & Trek, Presented by Salomon, will be held on the iconic Birkie Trail this Saturday, September 26<sup>th</sup>. From the challenge and intensity of a new 100K Ultra Marathon to the fun of a 5k run/walk, an estimated 1000 runners and trekkers from around the Midwest will take to the trails.

The Birkie Trail Run & Trek events start and finish at Birkie Ridge Trailhead, 12.5 miles north of Hayward, Wisconsin, and 5 miles south of Cable, Wisconsin. The eight Birkie Trail Run & Trek events place runners and trekkers on some of the most scenic stretches of the famous [Birkie Trail](#) and single-track sections of the CAMBA ([Chequamegon Area Mountain Bike Association](#)) trail system. With eight events on the roster - including a [marathon](#), [marathon relay](#), [half marathon](#), [Nordic Trek](#), [5K run/walk](#), youth 5K (12 and under) and 1K (free for ages 9 and under), and this year's new 100K Ultra Marathon - there is a north woods trail experience available for every ability level. This year's new Ultra 100K marathon utilizes all of the marathon course plus two additional loops, with aid stations and support teams along the course route. [Full race course information](#) is available at [www.Birkie.com](http://www.Birkie.com).

"The Birkie Trail Run & Trek event is ideal for runners looking to break free from traditional road running and provides an ideal crossover race experience and introduction to trail running," said Ben Popp, ABSF Executive Director. "Our event is continually evolving and we are excited to offer the new Ultra 100K marathon to the mix of existing running and trekking events."

The Birkie Trail Run & Trek welcomes new elite athletes to the marathon, including: Jeff Quednow, Ogema WI; and Marco Sturm, Neuötting-Bavaria, Germany. Additionally, the 2014 Birkie Trail Run & Trek male marathon champion, Craig Cardinal, Northfield, MN, is back to defend his title, while 2014 women's half-marathon champ, Tiffany Karl, Duluth, MN, is returning and running the full marathon.

(continued)

“The trail is in great shape, volunteers are ready and we are excited to welcome runners, trekkers and their families to this weekend’s events,” said Allan Serrano, ABSF Event Director. “The wide, grass covered, level surface and challenging profile of the groomed Birkie Trail, along with the smooth and fast CAMBA single-track will give runners of all abilities everything they’re looking for this weekend.”

The weekend kicks off on Friday with bib pick-up at [the Cabin Stop](#), Hayward, WI, with cheese, craft beer and wine samples, and exciting door prizes. The new Ultra 100K event starts Saturday, bright and early, with rolling starting times for all other running and trekking events (see schedule below). Festivities continue with awards ceremonies, food, craft beer and wine, vendor displays, and live music by [Duck for the Oyster](#) under the big tent. Later that evening, the celebration moves to [Rivers Eatery](#), Cable, Wisconsin, with live music by [Molly and the Danger Band](#). This year, participants have the opportunity to camp near the start/finish area at Birkie Ridge Trailhead.

With a focus on youth development, [Annie Hart](#) - Birkie Ambassador, 5-time All-American and professional cross-country skier - will lead the kids warm-up games and race activities. There will also be an obstacle course for kids and treats following the youth events, hosted by the Central Cross Country Ski Association ([CXC](#)).

“We are very pleased to be the presenting sponsor of the Birkie Trail Run & Trek,” said Josh Korn, Regional Marketing Manager, [Salomon](#) Soft Goods. “The Birkie trail is truly a gem of a course for both running and Nordic trekking alike!”

Over the years, the Birkie has grown its programming into an exciting array of fitness and recreational opportunities. The 107-kilometer Birkie Trail system attracts skiers, runners, bikers, trekkers, and hikers, from casual day-trippers to elite superstars.

Follow us on Twitter **#BirkieRun15**

###

### **About the American Birkebeiner® Ski Foundation and Birkie® Events**

Located near Hayward and Cable, Wisconsin, the American Birkebeiner Ski Foundation, 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. *Birkie. Ski. Run. Bike. Live!* Visit [www.Birkie.com](http://www.Birkie.com) to learn more.

### **About Salomon – *Designed for Freedom* -**

For more information about Salomon, visit [www.Salomon.com](http://www.Salomon.com)



## Birkie Trail Run & Trek, Presented by Salomon Schedule of Events

### #BirkieRun15

#### Friday, September 25

- 10:00am - 8:00pm - Bib Pick-Up ([The Cabin Stop](#), Hayward, WI)
  - Final Birkie Trail Run & Trek registration. There is no relay team registration after 4pm on Wednesday, 9/23. There is no registration for all other Birkie Trail Run & Trek events after Friday, 9/25.
- 6:00pm – Ultra marathon pre-race briefing (American Birkebeiner Ski Foundation Office)

#### Saturday, September 26<sup>th</sup>

- 5:30am – Ultra Marathon Start – (Birkie Ridge Trailhead Start/Finish)
- 6:30am – Bib Pick-Up Opens (Birkie Ridge Trailhead Start/Finish Big Tent)
- 8:00am -12:00pm – Refer-a Friend FITS Socks pick-up ([FITS Sock Company](#))
- 8:00am – Marathon Start (Marathon Presented by [Brent Carlson, M.D.](#))
- 8:30am – Marathon Relay Start (Marathon Relay Presented by [FITS Sock Company](#))
- 9:00am – Nordic Trek Start (Nordic Trek Presented by [Out There](#))
- 10:00am – Half Marathon Start (Half Marathon Presented by [Salomon](#))
- 10:30am – 5K Run/Walk Start (Presented by [The Cabin Stop](#))
- 11:00am – Post-Race Party Begins (Presented by [The Cabin Stop](#))
- 11:30am – Kid's Warm Up Games & 1K Race (Hosted by [CXC](#))
- 12:00pm – Overall Marathon, Relay, Half-Marathon, and 5K Awards Ceremony
- 1:00pm – Age-group awards for Marathon, Half-Marathon and 5K
- 3:00pm – Final Marathon Finisher (Cut-Off)
- 8:00pm – Ultra Overall Awards at [Rivers Eatery](#), Cable, Wisconsin
- 11:00pm – Final Ultra Finishers (Cut-off)

#### Additional Details:

Finish Line Medical Provider – [Marshfield Clinic](#)

Official Energy – [Gu Energy](#)

Official Hydration – [Nuun Hydration](#)