



**For Immediate Release**

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## **Fast and Female Champ Chat Returns to Birkie Week**

### ***Empowering Young Female Athletes for a 6<sup>th</sup> Year***

**Hayward, WI (February 14, 2018)** - From fitness activities to inspirational stories, the annual Fast & Female Champ Chat event is a unique opportunity for girls to join elite female Birkie racers for a morning of on-snow games, ski technique, and inspirational stories. The event is promoted and supported by the American Birkebeiner Ski Foundation (ABSF) as part of the Birkie week of events.

On Sunday, February 25, from 9:30 a.m. until 12:00 p.m. in the Great Hall at the American Birkebeiner Trailhead, girls from ages 8-18 can participate in fitness games and a fitness circuit, ski, and engage with and listen to stories from elite female racers such as Birkie Ambassadors Caitlin Gregg and Annie Hart.

"Fast and Female is a great way to inspire girls to stay in sports," said Kristy Maki, ABSF Event Director. "The motivation and excitement participants feel is tangible."

Girls can pre-register online at [www.fastandfemale.com](http://www.fastandfemale.com) or take advantage of day-of registration at the door; there is a \$25 pre-registration participant fee or \$30 at the door. Check-in will begin at 9:30 a.m., and girls will receive a free t-shirt, a snack, and a chance to get autographs from the elite athletes. Proceeds will go to the Fast and Female non-profit organization.

"At its core, the ABSF's mission is to encourage a healthy, active lifestyle in people of all ages and abilities," said Ben Popp, ABSF Executive Director. "The Fast & Female Champ Chat delivers on that promise on every level. We are thrilled to have the Champ Chat back in 2018!"

Fast and Female's mission is to keep girls healthy, happy and active in sports through their teens. Fast and Female's 2018 Birkie Champ Chat, in partnership with the ABSF, is presented by Hatchery Creek, and is generously supported by L.L. Bean, Lululemon, and SoLo Energy Bar.

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

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 has grown to encompass a variety of year-round, silent sport events that promote a healthy, active lifestyle for thousands of outdoor fitness enthusiasts. The ABSF also acts as steward of the legendary Birkie Trail, providing year-round grooming, mowing and maintenance to all 107 kilometers. From the iconic American Birkebeiner ski race, to the Birkie Trail Run & Trek, and Fat Bike Birkie, the ABSF and the Birkie Trail attract skiers, runners, bikers, trekkers, and hikers, from casual day-trippers to elite athletes. Learn more at [www.birkie.com](http://www.birkie.com). BIRKIE Ski. Run. Bike. Live!

**About Fast and Female**

Fast and Female is a not-for-profit started in 2005 by Olympic Gold medalist, Chandra Crawford. The organization's mission is to support, motivate, inspire, and empower girls to stick to sports and the healthy lifestyle. Fast and Female fulfills its mission of "Empowerment Through Sport" by hosting fun-filled, non-competitive initiatives all across North-America aimed at exposing young female athletes to inspiring female Olympians, World Cup athletes, and elite level athletes. Each year, the program reaches thousands of young female aspiring champions and their families. For more information on Fast and Female, visit [www.fastandfemale.com](http://www.fastandfemale.com).