



**For Immediate Release**

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## **What is Birkie Fever?**

For some it is the visceral anticipation of the challenge, mingled with apprehension, woven with an unspoken camaraderie as fellow adrenaline junkies make their pilgrimage through the hardwood forests along the Birkie Trail

For others it is the annual tradition of family and friends escaping to the north woods, it's the sound of drums thrumming along the trail, a celebratory post-race shot-ski or the ringing of cowbells announcing the sweet taste of success.

Birkie Fever is the palpable sensation of determination and accomplishment in the air. For those with Birkie fever, it's more than a race – it's a lifestyle and a feeling held close all year through.

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