



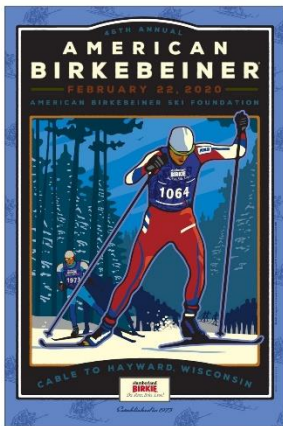
FOR IMMEDIATE RELEASE

Contact:
Nancy Knutson
715-634-5025
Nancy.Knutson@Birkie.com

American Birkebeiner Ski Foundation Unveils 46th Annual Birkie Week Commemorative Poster

Renowned Illustrator & Graphic Artist, Neal Aspinall, at the Creative Helm

Hayward, WI (December 30, 2019) – Each year, the American Birkebeiner Ski Foundation (ABSF), host of the American Birkebeiner (Birkie) - North America's largest cross-country ski race, unveils a commemorative poster in honor of the annual Birkie week of events held each February in Hayward, WI. The ABSF is pleased to unveil the 2020 Birkie week poster, created by nationally renowned illustrator and graphic artist, Neal Aspinall, Lake Geneva, WI.



The 2020 Birkie poster captures the quiet beauty of the award-winning Birkie Trail, the energy and magnitude of skiers, as well as the majesty of the overall event. Illustrator, Neal Aspinall, is an aficionado of retro Americana style advertising and captures the legacy and magic of the race in his poster creative.

"I love the simplicity of images and the feeling of allowing the viewer to fill in the blanks," said Aspinall. "Using classic imagery allows me to engage with the viewer while creating an approachable Mayberry-esque feel to my works. The Birkie poster brings the north woods experience close to the viewer and makes the Birkie feeling attainable to all," he continued.

A graduate of the Art Institute of Colorado, Aspinall is an award-winning illustrator receiving accolades from the American Society of Illustrators Annual; Communication Arts Illustration Annual; Graphis Magazine; Print Regional Design Annual; POPAI Gold Medals; and the Art Institute of Colorado Hall of Fame in 2007. Learn more about Aspinall's work at www.NealAspinall.com.

The [2020 Birkie poster](#) is available for purchase in the Birkie Store at 10527 Main Street, Hayward, WI, as well as through www.BirkieStore.com. Each year, the poster creative is also used as the cover of the race guide, as the official Birkie ski sticker (given to all participants), and on a variety of retail items in the Birkie Store.

What started as a single race has since grown into a celebration of Nordic sports with Birkie week events and races starting Wednesday, February 19 and extending through Sunday, February 23, 2020. The 46th Slumberland American Birkebeiner is slated for February 22, 2020. While the Slumberland American Birkebeiner and Kortelopet races are nearing capacity, registration is still open for interested skiers. Additionally, registration is also available for the Barkie Birkie Skijor, BarneBirkie youth ski tour, Junior Birkie ski race, Birkie Giant Ski, and Prince Haakon. Other events include the Birkie Bash, the Super Tour elite skier sprints, the Birkie Expo, the Birkie On-Snow Ski & Bike Demo, and Fast & Female Champ Chat. Additional information on all events is available at www.Birkie.com.

-more-

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 to learn more.

###

