

For Immediate Release
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Borah Epic Donations Exceed \$100,000.00 In Year 7!

July 26th, 2019. Cable, WI. The Borah Epic held its seventh annual event this past June and welcomed a record number of riders in both the half and full race distances. For year seven, the Epic generated a \$17,500.00 donation to benefit the CAMBA trails, which now totals \$107,000.00 since the race was founded in 2013. “Despite a year of significant changes to both the full and half Epic races, we were still able to meet our donation goals and pay tribute to the trails” said race founder, Chris Jackson. “A new course, wave starts, and a Cable finish line were just some of the changes the event took on in 2019, despite these challenges, race director Ben Welnak and his team put on an amazing event” added Jackson. “We are very excited about the positive changes incorporated into this years Epic” said Ron Bergin, CAMBA’s executive director. “With the addition of wave starts and a Cable finish, we believe the event will only grow from here on out, continuing to be a primary fundraiser for CAMBA, we could not be more excited about the future of this event” added Bergin. Expanded coverage, including photos and results can be found at www.borahepic.com. Race organizers have secured June 6th, 2020 for the 8th annual Borah Epic!

About the Epic The Borah Epic, founded in 2013, has raised \$107,000.00 to benefit CAMBA, otherwise known as the Chequamegon Area Mountain Bike Association. The point-to-point, single track challenge runs from Hayward to Cable, Wisconsin annually. CAMBA has built and continues to maintain over 100 miles of pristine singletrack trail, throughout Northwest Wisconsin, a place where outdoor enthusiasts flock year-round for premium recreation, exercise and events.

About Borah Teamwear

In business since 1997, Borah Teamwear has grown to become a premier manufacturer of high-quality custom sublimated active outdoor apparel. Borah’s offering includes cycling, running, triathlon, nordic, alpine and casual wear.

All of Borah’s products are 100% custom made at the company’s solar-powered headquarters in Coon Valley, WI, where the latest technological advancements in apparel

design and production are utilized.