



For Immediate Release

Nancy Knutson
715-634-5025

Nancy.Knutson@Birkie.com

Kikkan Randall, 5X Olympian & 2018 Gold Medalist, to Lead Fast and Female Champ Chat at Birkie 2019

Hayward, WI (February 14, 2018) – Who can forget the magic of the 2018 PyeongChang Olympics when Kikkan Randall and Jessie Diggins won the hearts of the nation as they skied their way to a gold medal in the team sprint freestyle cross-country ski race. And, it's not every day that girls have opportunity to engage one-on-one with one of the amazing women who achieved gold. On Sunday, February 24, Kikkan Randall, five-time Olympian and PyeongChang cross-country skiing gold medalist, will lead the Fast and Female Champ Chat as part of Birkie Week 2019.

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.

“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 when they engage with athletes like Kikkan Randall can be life-changing.”

On Sunday, February 24, girls from ages 8-18 will participate in fitness games, a fitness circuit, ski, listen to motivational stories, and engage with elite female racers, including Kikkan Randall. The event is from 9:30 a.m. until 12:00 p.m. at the new Samuel C. Johnson Family Outdoor Center at the OO Trailhead east of Seeley, WI.

“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 welcome Kikkan and Fast and Female back to Birkie Week 2019!”

Participants are encouraged to register in advance at www.fastandfemale.com or can take advantage of day-of registration at the door (space allowing); 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 Kikkan Randall and other elite female athletes. All proceeds go to the Fast and Female non-profit organization.

Fast and Female’s mission is to keep girls healthy, happy and active in sports through their teens. Fast and Female’s 2019 Birkie Champ Chat, in partnership with the ABSF, is generously supported by L.L. Bean, Lululemon, and locally powered by Malnourie Gymrage.

-more-

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 100+ kilometers. From the iconic American Birkebeiner ski race, to the Birkie Trail Run Festival, and Fat Bike Birkie, the ABSF and the Birkie Trail attract skiers, runners, bikers, trekkers, and hikers year-round. Learn more at www.birkie.com.

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 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.

###