



**For immediate release**

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### **The CAMBA Festival of the Trails – the Second Coming June 4-6, 2010**

The second annual CAMBA Festival of the Trails will be held June 4-6, 2010 and this year will coincide with National Trails Day celebrated on June 5. The successful inaugural event held last summer proved to be a popular new addition to the local event calendar.

The Festival of Trails is a non-competitive event based on tours, rather than races. All events within the event provide the opportunity for riders to explore and get to know some of the new singletrack trails CAMBA has built over the past several years. This is, in fact, one of the main objectives of the event. The other, and equally important objective is to simply have fun riding the trails. To accomplish this the CAMBA Festival Committee has devised a variety of different events, each with a little different twist. From self-guided tours to a rolling food fest to educational events, the Festival of the Trails maintains a light-hearted attitude that emphasizes the fun aspects of the sport over hardcore riding. Plus, by participating in as many rides and events as they can, participants earn opportunities to win great merchandise prizes.

From Friday noon through Sunday afternoon, events will base out of various CAMBA trailheads in Hayward, Seeley, Cable and Namakagon. Specific locations and a detailed event agenda can be found on the CAMBA website.

Based on participant, volunteer and sponsor feedback, a number of refinements and minor changes have been made to improve both the 2010 event offerings and logistics. Overall the event format will remain much the same as the inaugural event. However, instead of designated times only, all Tour de Trails rides will be open throughout the entire Festival weekend. These self-guided tours may be ridden at any time throughout the weekend. With the opening of the latest segment of the Makwa Trail through to the OO Trailhead in Seeley, plus a considerable amount of new singletrack on the Patsy Lake Trail in Namakagon, several new ride options will

be available.

The Tour de Trails, the Festival's anchor event, will include one and possibly two new food stops – with even more delicious food items from area restaurants to sample.

A fun new trials course - Test de Trails - will be added to the event line-up, where riders will test their bike handling skills on a short obstacle trials course. In addition, Teach de Trails will include more educational offerings for riders of all levels. On-bike instruction will be offered as well as several presentations and experiences including Trailside Bike Repair, Sustainable Trail Construction and an Intro to Geocaching.

To learn more about the 2010 edition of the CAMBA Festival of the Trails, please visit <http://www.cambatrails.org/festival-of-the-trails.html> where a registration form can be downloaded. Online registration is available at [www.signmeupsports.com](http://www.signmeupsports.com).

For additional questions or to volunteer for this year's event, contact CAMBA at (715)798-3599 or [camba@cheqnet.net](mailto:camba@cheqnet.net).