



For Immediate Release  
[chrisj@borahteamwear.com](mailto:chrisj@borahteamwear.com)

### **Borah Epic Makes 2020 Donation**

August 20th, 2020. Cable, WI. Despite a canceled 2020 race, the Borah Epic was still able to make an annual contribution to both CAMBA and Minnesota and Wisconsin NICA leagues. As Covid-19 left its mark on nearly all 2020 events, the Borah Epic made the best of the situation by offering a marked course for registered riders. Many participants made their way to the Northwoods and “paid tribute to the trails” by riding either the full or half Epic courses or long or short gravel Epics. And as always, the pristine single track trails and backcountry gravel of CAMBA country provided a high level of stoke, with miles of flow, big berms, and fun for all. As an added bonus, upon completion, registered riders could pick up their finisher swag at either New Moon or Riverbrook bike shops. “We are grateful for the fact that we were still able to fundraise and provide an experience for our participants”, said Ben Welnak, Borah Epic race director. “Now it is on to 2021, and assuming we are beyond the virus, I have to believe it is going to be one heck of an Epic,” added Welnak. “CAMBA is extremely grateful to be able to work with a partner like Borah and grateful to all the participants in the event,” said Joe Vadeboncoeur (CAMBA Board President). “Without partners like Borah Teamwear, and without riders joining CAMBA as a member, CAMBA would not be able to provide the incredible trail network that we all enjoy in CAMBA Country.” Discover all the benefits of being a CAMBA member here <https://www.cambatrails.org/support/join-or-renew/>.

**Riders should note that the 2021 Borah Epic will be held on June 5th.**



**Chris Jackson** - Founder    **Joe Vadeboncoeur** - CAMBA President    **Ben Welnak** - Race Director

### **About the Epic**

The Borah Epic, founded in 2013, has raised \$117,000.00 to benefit CAMBA and NICA, otherwise known as the Chequamegon Area Mountain Bike Association and National Interscholastic Cycling 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, ski, and tri/run apparel.

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.