



**FOR IMMEDIATE RELEASE**

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## ***Runners & Walkers Prepare to Channel Their Flannel at the Lumberjack 5K Run/Walk***

### ***New Location & Safety Procedures in Place for August 1, 2020, Event***

**Hayward, WI (July 24, 2020)** — With a nod toward the region's deep-seated timber roots, runners and walkers will channel their flannel at the Birkie's Lumberjack 5K Run/Walk on August 1, 2020. Throughout the year, the American Birkebeiner Ski Foundation (ABSF) celebrates a healthy, active lifestyle by providing opportunities and events, for all ages and abilities, to ski, run, and bike on the legendary Birkie Trail.

The ABSF staff has been working closely with Sawyer County Public Health, as well as other state and local officials, to create a modified run/walk event designed to get people out on the trails, while taking precautions to keep participants, volunteers, and staff safe.\*

"All local health departments are encouraging of us continuing to offer events designed to get people active outside. One of the best ways to stay healthy - mentally and physically - is to lead an active, healthy lifestyle," said Kristy Maki, ABSF Event Director.

In order to implement COVID-19 safety measures, the 2020 Lumberjack Run/Walk has been moved to Fish Hatchery Park, located east of Hayward, WI, off of Highway 77. In addition, for the first time-ever, the ABSF is offering a virtual option allowing folks to participate in the Lumberjack Run/Walk from wherever they are. During the registration process, runners and walkers will simply choose the event format that best works for them – both in-person and virtual options are available.

### **Registration**

Event registration is available exclusively online at [www.Birkie.com](http://www.Birkie.com) from now through August 1 at 10:00am. There is no in-person registration option available.

- Ages 18 and over:
  - \$30 – through July 28
  - \$35 – July 29 through July 31
  - \$40 – August 1 (race day/10:00am registration deadline)
- Ages 17 and under: \$10 through race day.
- Virtual Run participation for all ages:
  - \$30 through August 1

Runners and walkers, both in-person and participating virtually, will receive a 2020 Lumberjack Run/walk t-shirt and bib (while supplies last).

### **Lumberjack Run/Walk Event - Fish Hatchery Park**

The Lumberjack Run/Walk event will have a three-hour start window. Runners and walkers will choose their start time during the registration process. Small waves of runners and walkers will depart the start area every ten minutes, with a maximum of 20 participants in each start corral. In order to minimize passing on the Trail, runners and faster participants are encouraged to choose earlier start times, with walkers encouraged to select later start times.

The 5K run/walk will take participants on a challenging course through Hatchery Creek Development, to the Birkie Trail, and on the Fish Hatchery Park ski trails. The course is at least 15 feet wide and, with ten minutes between groups, will provide room to pass and for social distancing.

In an effort to provide as touch-free an experience as possible, there will be no aid stations on course; participants are encouraged to carry their own hydration and energy if needed.

Participants are required to wear face masks in the start and finish areas; however, masks are not required on the wide and open on-trail course. Staff members and volunteers will be required to wear face masks throughout the In-Person event on August 1. Physical distancing will be practiced throughout the event.

Knowing a race isn't the same without the cheers of the crowds, the ABSF encourages all participants, family members, and cheering fans to download and sign-up for the [RaceJoy app](#) so fans can cheer runners on from wherever they are!

Families are welcome to participate in this event. Strollers are welcome. No spectators please. For the safety of all participants, dogs are not allowed at the event or on the run/walk event course.

### **Lumberjack Run/Walk Event - Virtual**

There is no need to be at Fish Hatchery Park to enjoy the 2020 Lumberjack Run. Participants can run or walk right out their own front door. After a virtual runner or walker completes their online registration, the ABSF will mail a Lumberjack Run/Walk bib and t-shirt to virtual participants. Once the participant completes their event, they'll simply submit their event time back to the ABSF.

### **Bib Pick-Up**

Bib pick-up will be available by drive-up only at the Birkie office on Friday from 2:00pm to 5:00pm, and at Fish Hatchery Park on Saturday from 7:00am to 10:00am. Runners and walkers are instructed to follow the traffic flow to a waiting spot, open their car window when a staff member arrives, give them their name(s), and their bib and t-shirt packet(s) will be brought to them. No need to get out of the car. Staff members will be wearing face masks during bib packet pick-up.

### **Prizes**

The top male, top female, and one lucky finisher (drawn at random), will win a free entry to any individual Birkie 2020 or 2021 event. One virtual participant who submits their event time, before August 7, will be in a random drawing for a free entry to any individual Birkie event!

"Our main focus is to provide an experience where participants can come to the event, run a great race, have a great time, and feel safe while they're out enjoying a run or walk," said Maki.

The Lumberjack Run/Walk is powered by the Birkie (American Birkebeiner Ski Foundation). This community-focused event is sponsored by: Enbridge Energy, Angler's Bar & Grill, Hansen Family Chiropractic, Hayward Coffee CO., Chippewa Valley Bank, Coop's Pizza, Hayward Family Dentistry – Patrick T. Duffy, D.D.S., Hayward Land Title Company, River's Edge Business Center, Tremblay's Sweet Shop, Tworek Construction, Sawyer County Record, WRLS 92.3 Radio. as well as Birkie lifestyle sponsor, Slumberland Furniture and Volunteer sponsor, Timber Ford of Hayward.

*\*The ABSF reserves the right to make changes to the format of the Lumberjack Run based on guidance from local health authorities. Our priority is to keep athletes, volunteers, staff, and our local community safe and healthy.*

### **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. Visit [www.Birkie.com](http://www.Birkie.com) to learn more.

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