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FOR IMMEDIATE RELEASE

Epic Bike Fest Expanded to a Three-Day Weekend Festival, June 3-5

Plan includes mountain bike clinic, expo, live music, two races and national level cyclists.

Hayward, WI (April 1, 2022) - The American Birkebeiner Ski Foundation (ABSF) continues to expand its reach into cycling. During the summer of 2022, the ABSF will host the Epic Bike Fest and start the Mt. Telemark Village mountain bike park. This includes adding cross-country trails, enduro and gravity trails, a skills area, pump track and kick-bike track for kids.

In July of 2021, after nine years of hosting the Borah Epic, the Borah Foundation passed ownership of the event to the ABSF. The Epic has a longstanding history as the most prestigious mountain bike race in the Upper Midwest, one the Birkie aims to maintain. They have transformed the Borah Epic into a three-day festival celebrating offroad riding, now known as Epic Bike Fest. The ABSF plans to continue the close partnership with the Chequamegon Area Mountain Bike Association established by the Borah Foundations.

Epic Bike Fest, June 3-5, will host an expo Friday through Sunday that includes cycling and lifestyle vendors and exhibitors onsite, food trucks and drink vendors and a beer garden hosted by Earth Rider Beer, the official beer of the Epic Bike Fest.

Event Features:

- **Friday:** Epic Mini MTB Camp—Join the CAMBA Crew Friday 5:30-8pm at the Derksen Family Great Hall for a mini mountain bike camp. This camp is for beginner and younger riders who want to learn or improve their mountain biking skills, gain confidence on a mountain bike and have fun. The camp is open to riders ages 8 years and older. Registration is required.
- **Saturday:** The Epic Singletrack Full features a challenging 34-mile singletrack race, while the Singletrack Half is a more friendly 17 miles of singletrack. Both races will finish at Mt. Telemark Village at the site of the future mountain bike park.
- **Saturday 4:00-8:00pm:** Epic Bike Fest Party featuring music by Molly and the Danger Band opening for Big Wave Dave and the Ripples, food trucks and a beer garden.
- **Sunday:** The Epic Gravel Full will feature a challenging 70-mile course, while a more accommodating 20-mile Half Gravel course will be available. The Full Gravel race consists of 90% offroad surfaces including challenging gravel mixed with some singletrack and doubletrack. At the end, the Full Gravel will go up and over the old Telemark ski area. The Half Gravel will be more of an introduction to gravel racing for those who are interested.
- **Prize money:** Both full events will offer a cash purse of \$5000 each day, paid equally to men and women.
- **E2 Elites:** There will be a combined prize called E2. E2 will be an elite club of riders that finish both full events within 20% of the combined time of their gender's winning times. The prize for 2022 includes a commemorative custom belt buckle.

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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 over 45 different events spread over 13 weekends and to encompass a year-round lifestyle that provides healthy, active events for thousands of outdoor fitness enthusiasts of all levels. www.Birkie.com

The American Birkebeiner Ski Foundation is a 501(c)(3) non-profit organization that hosts the American Birkebeiner, which is considered one of the best cross country ski events in the world. The foundation is also dedicated to maintaining one of the nation's premier recreational trails and promoting healthy lifestyles for people of all ages.

About Borah Teamwear— Borah Teamwear is one of the leading custom sports apparel companies in North America, producing high-quality custom gear for cyclists, runners, triathletes, and skiers. 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 sustainable apparel design and production are utilized.