



PRESS RELEASE

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Release Date: Thursday, Aug 3, 2023

2024 LOPPET CUP TICKETS REACH CAPACITY IN LESS THAN 24 HOURS Loppet Foundation and MPRB working to add additional ticket opportunities in the coming months

MINNEAPOLIS, MN - The 2024 Loppet Cup tickets launched last Tuesday, July 25, and the ticket capacity was reached by 10 pm, with tickets purchased from around North America, representing over 40 states and Canada. The 2024 Loppet Cup is a COOP FIS Cross Country World Cup event held February 17-18 in Theodore Wirth Regional Park in Minneapolis and will bring the world's best cross country ski athletes to race distance and sprint events.

The Loppet Foundation is excited to celebrate cross country skiing in Minneapolis, and is working with the Minneapolis Park and Recreation Board (MPRB) to address how we can increase the spectator capacity. The Loppet plans to release additional tickets this fall.

Thanks to the event co-host of Share Winter, general admission tickets were free, with options to purchase seats in the grandstands at the start and finish or VIP ticket experiences.

The Loppet is committed to creating a joyful experience for all who attend the Loppet Cup and appreciate the public's patience and understanding while we face the unique challenge of hosting an international event in a public park. The Loppet and MPRB are working to ensure our ability to provide a comfortable and safe experience in the park for all spectators.

Options for prospective ticket seekers:

1. Get on the "First to Know" list. This list is for [general admission tickets](#) (which are free thanks to our partner, Share Winter) and there is a separate list for [VIP tickets](#). Anyone on these lists will be the first emailed about new ticket availability.
2. Apply to volunteer. Volunteers are the core of any Loppet event and the Loppet Cup is no exception. You can learn more about volunteer opportunities [here](#). Some roles will get access to the event and close to the action. Volunteer applications will be reviewed in early fall. Due to the nature of this being a highly involved international competition, there are specialized support roles needed from volunteers.

As the Loppet and MPRB evaluate how to accommodate more spectators, the Loppet will be in contact with those on the "First to Know" email list to provide updates on new ticket availability.

Interested parties can stay up to date with the Loppet Cup on social media at @LoppetCup and at loppetcup.com.

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ABOUT THE LOPPET FOUNDATION:

The [Loppet Foundation](http://loppetfoundation.org) is a 501(c)3 nonprofit that connects people to the outdoors through experiences that grow community. Established in 2002 with an 800-person ski race, the Loppet now welcomes 20,000 participants annually to its events and programs. This year, the Loppet Foundation brought outdoor experiences to more than over 2,000 kids – third graders to high school seniors – through our partnerships with 17 North Minneapolis schools and Loppet Adventure Camp. Activities include skiing, mountain biking, paddling, running and more.