



FOR IMMEDIATE RELEASE

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Channel Your Flannel at the Lumberjack 5K Run/Walk

Be a Part of Hayward's Legendary Summer Celebration! Yo-Ho!

All year through, the American Birkebeiner Ski Foundation (Birkie) celebrates a healthy, active lifestyle by providing adventurous spirits with opportunities and events to ski, run, and bike on the legendary Birkie Trail. However, once a year, the Birkie strays from the Trail in honor of one of Hayward's greatest and longest standing summer events, the Lumberjack World Championships held each year in historic Lumberjack Bowl – August 1-3, 2019. 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 3, 2019.

The 5K (3.1 mile) Lumberjack Run/Walk starts and finishes on the shores of Lake Hayward at Lumberjack Bowl, home of the Lumberjack World Championships, located at 15670 West County Road B, Hayward, WI, 54843.

The American Birkebeiner Foundation has once again joined forces with the Lumberjack World Championships for this annual event. The Lumberjack Run marks the blending of two iconic community events – the Birkie® ski race and the Lumberjack World Championships® – both events were the brainchild of the late Hayward native and event founder, Tony Wise. The Birkie has since grown to become North America's largest cross-country ski race and the Lumberjack World Championships the most prestigious lumberjack competition drawing competitors from around the globe.

Lumberjack 5K Run/Walk registration for ages 19 and over is \$30 before July 30 and \$35 after July 31, 2019. The registration fee for ages 18 and under is \$10 through race day. Registration is available online at www.Birkie.com or in person at the American Birkebeiner Ski Foundation office located at 10527 Main Street, Hayward, WI, 54843. Lumberjack 5K Run/Walk registration is also available on race day from 7:45am to 7:45am under the Birkie tent at Lumberjack Bowl.

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The first 250 runners will receive a darn fine Lumberjack 5K Run/Walk t-shirt and one ticket to the Thursday, August 1, 2019, Lumberjack World Championship show and competition. Participants may pick-up their race packets at the American Birkebeiner Ski Foundation office from 9am to 5pm on August 1 or 2nd. Race packet pick-up is also available on race morning, August 3, at Lumberjack Bowl from 6:45am to 7:45am. To secure a ticket for Thursday night's LWC competition, race packets must be picked up on August 1. Prizes will be awarded for the best lumberjack and lumberjill costumes in both male and female categories. The top male, top female, and one lucky finisher (drawn at random) will win a free entry to any American Birkebeiner Ski Foundation event in 2019/2020.

Saturday's Lumberjack fun continues with the finals of the Lumberjack World Championships competition where lumberjacks and lumberjills compete for a prize purse and the title of World Champion. Lumberjack World Championships athletes compete in 24 events, including, logrolling, boom running, sawing, chopping, axe throwing, and speed climbing. The competition will culminate with a crowd favorite, the Jack & Jill relay combining the sports of speed pole climbing, boom running, single-buck sawing, and standing chop. Information about the Lumberjack World Championships, as well as reserved and general admission tickets, are available at www.Lumberjackworldchampionships.com. Visitors are encouraged to purchase tickets in advance as they are \$5 more at the gate.

Whether you're visiting the area or call the north woods your home, you're invited to channel your flannel and join your fellow lumberjacks and lumberjills at the 2019 Lumberjack 5K Run/Walk. And, you're invited to experience the fierce competition and up north fun at the Lumberjack World Championships, tickets available online at www.lumberjackworldchampionships.com. Yo-Ho!

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

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 to learn more.

About the Lumberjack World Championships® Foundation, Inc.

The Lumberjack World Championships (LWC) began in 1960 to acknowledge the rich history of the logging industry across the United States. Work day skills that were perfected in the forests of the nation became a past-time and soon grew into an exciting and growing sporting event. Now in its 60th year, the LWC is a three-day festival of timber sports held in Hayward, WI each summer. www.lumberjackworldchampionships.com