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FOR RELEASE

**Chequamegon Fat Tire Festival to Open 2017 Registration on Jan. 1 at 12:01 p.m.**  
*Festival and events will be held Sept. 16, 2017*

**CABLE, Wisc.** (Dec. 7, 2016) – New Year’s Day will kick off the Chequamegon Fat Tire Festival’s online registration process for the coming year. The historic 35<sup>th</sup> running of the mountain bike event, presented by Trek and produced by Life Time – The Healthy Way of Life Company, will be held over the Sept. 16, 2017 weekend. Registrations will be accepted at [www.cheqfattire.com](http://www.cheqfattire.com) beginning Jan. 1, 2017.

The race spots for the weekend’s main mountain bike cross country events are limited to a total of 3,100 riders. Split between 2,100 participants in the Chequamegon 40-mile competition and 1,000 in the Short & Fat 16-mile race/tour. The Short & Fat is intended as an introductory event for younger riders, those new to off-road cycling or those not ready to tackle the rigors of the **Chequamegon 40-mile** yet.

The limited enrollment will be available on a first come, first served basis.

Online registration will open on January 1 at 12:01 p.m. and remain open until the 3,100 race spots are filled. The event sells out quickly every year, so those wanting to register are encouraged to do so shortly after registration launch to get a spot.

The entry fee will be billed at the time of registration, as long as race spots remain available. Five dollars of the 2017 entry fee will be donated in various amounts to the [Chequamegon Area Mountain Bike Association](http://www.chequamegonmountainbike.com), the American Birkebeiner Ski Foundation ([www.birkie.com](http://www.birkie.com)) and the International Mountain Bike Association ([www.imba.com](http://www.imba.com)) to support their local trail advocacy.

For complete details of the registration process and other event information visit [www.cheqfattire.com](http://www.cheqfattire.com). Direct all correspondence to CFTF, PO Box 267, Cable, WI 54821, and 715-798-3594 or via email to [cheqfat@lifetimefitness.com](mailto:cheqfat@lifetimefitness.com).

**About Life Time<sup>SM</sup>, The Healthy Way of Life Company**

Life Time is a privately held, comprehensive health and lifestyle company that offers a personalized and scientific approach to long-term health and wellness.

Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals everyday with the support of a team of dedicated professionals and an array of proprietary health assessments. As of December 2016, the company operates 122 centers in 26 states and 35 major markets under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information is available at [www.lifetimefitness.com](http://www.lifetimefitness.com)

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