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For immediate release

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### **Chequamegon Fat Tire Festival entries are still available for a limited time**

Registration for the Chequamegon Fat Tire Festival 40 mile and Short & Fat 16 mile mountain bike events is nearing capacity. The Chequamegon 40 mile race is limited to 2,100 riders and the 16 mile Short & Fat capacity is 1,000 participants. At the time of this writing, the Chequamegon 40 is very close to filling with fewer than seventy-five spots remaining. Presently there are a few hundred spots remaining in the Short & Fat event. Yet this 16 mile event also sells out each year, so the registration depletion date is soon to come.

Entries into both events will be taken until the limits are reached, or September 1, whichever comes first. No entries will be taken after September 1. Therefore, day-of registration at the September 16 event will not be offered.

When one of the two events reaches its registration limit, those wishing to gain entry can submit an essay in the 50 Ways to Ride the Chequamegon Essay Contest. Fifty contest winners will be awarded a guaranteed reserved entry for the sold out event. All contest submissions must be submitted no later than August 1, with the winners announced August 15. Visit the event web page at [www.cheqfattire.com](http://www.cheqfattire.com) for more information.

Celebrating its 35<sup>th</sup> anniversary on September 16, 2017, the Chequamegon Fat Tire Festival events are presented by Trek and produced by Life Time Fitness, headquartered in Chanhassen, Minn.

### **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 January 2017, 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)