



For Immediate Release

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Record Number of Riders Compete in 2016 Fat Bike Birkie

Ross & Rinehart Repeat & Three-Peat on the Podium!

CABLE, Wis. (March 5, 2015) – It was a glorious, 28° degree day in Cable, Wisconsin for the 4th annual 45NORTH Fat Bike Birkie Presented by Freewheel Bike. The finish of the 2016 47K race was akin to an instant replay from 2015. Will Ross, 2016 champion, repeated his first place 2015 finish, and Jenna Rinehart three-peated her championship podium with wins in 2014, 2015, and again in 2016.

The Fat Bike Birkie is the world's largest fat bike race and in 2016 offered both 47K (The Big Fat) & 20K (The Chico) race options for riders of all skill levels. With a perfectly groomed, firm trail, riders found near perfect trail conditions resulting in fast finish times for riders in both races.

This year's winner, Will Ross, from Anchorage, Alaska, cruised in with a time of 1:46:57, shaving nearly nine minutes off of his 2015 winning time. Brad Bingham, Steamboat Springs, CO, placed second with a time of 1:47:06, and Adam Bergman, Lino Lakes, MN, placed a strong third with a time of 1:47:31.

Jenna Rinehart, Mankato, MN, won her third Fat Bike Birkie with a time of 2:02:21, besting her 2015 time of 2:12:27. In quick pursuit, April Morgan, Hopkins, MN, rolled across the finish line with a time of 2:06:15 repeating her second place finish from the 2015 Fat Bike Birkie. Sheryl Loan, Eagle River, AK, secured her third place finish with a time of 2:11:40.

This year's champs are no strangers to winning. Ross's technical skill and assertive descents helped him maintain his leader of the pack position throughout the race. While Rinehart's relentless pursuit of the hills and tenacity on the trail helped her to hold tight to her champion status. Rinehart's Fat Bike Birkie win is added to her roster of multiple Chequamegon Fat Tire 40 titles.

In its fourth year, the Fat Bike Birkie has grown from fewer than 200 riders in 2013 to just over 1000 riders registered for the event in 2016. Riders from as far away as England participated in this year's race which attracted racers from 2 countries and 14 states.

"We started the Fat Bike Birkie race in downtown Cable this year, which worked really well and created a terrific festival atmosphere," said Ben Popp, American Birkebeiner Ski Foundation, Executive Director. "Northwestern Wisconsin has really become the epicenter for the whole fat bike craze. We can't wait to see how the race grows in the next 10-years."

Winners in the Chico, the Fat Bike Birkie 20K race include: Christina Hyser, Hayward, WI, 1:04:02; Christina Roberts, St. Louis Park, MN, 1:05:45; and Jennifer Swift, Hayward, WI, 1:06:40. Men's champions include: Adam Altmann, Chippewa Falls, WI, 54:45; Thomas Meyer, Hayward, WI, 54:50, and Nicholas Hart, Lake Elmo, MN, 54:53.

What was once thought of as a fad or craze is now said to be the fastest growing bicycle sector. The sheer number of fat bike manufacturers grew from an estimated 50 in 2013 to over 100 at the end of 2014. The beauty of the fat bike is that its over-sized tires allow riders to cruise in all types of conditions, year-round, including groomed single-track trails, frozen lakes, firm trails, or fresh powder. Fat bikes have extended the biking season and have added a whole new twist for winter adventurers, families, and friends who are looking for another way to enjoy a healthy, active lifestyle.

"While fat biking may have started as a fad, now even major manufacturers include them in their cycling offerings," Popp continued. "We're really proud to promote the sport and to welcome riders to the Fat Bike Birkie to enjoy the beauty of our north woods."

[Official Race Results](http://bit.ly/1U2kfcN) available at: <http://bit.ly/1U2kfcN>

About the American Birkebeiner® Ski Foundation and Birkie® Events

Located near Hayward and Cable, Wisconsin, the American Birkebeiner Ski Foundation (ABSF), a 501(c)(3) organization, is known for its signature American Birkebeiner Ski Marathon held each February. Today, the Birkie has grown to encompass a variety of year-round, silent sport events that promote a healthy, active lifestyle for thousands of outdoor fitness enthusiasts. The ABSF also acts as steward of the legendary Birkie Trail, providing year-round grooming, mowing and maintenance to all 107 kilometers. From the iconic American Birkebeiner ski race, to the Birkie Trail Run & Trek, and Fat Bike Birkie, the ABSF and the Birkie Trail attract skiers, runners, bikers, trekkers, and hikers, from casual day-trippers to elite athletes. Learn more at www.birkie.com. *BIRKIE Ski. Run. Bike. Live!*

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