

## **MEDIA CONTACT:**

Amy Andrews Payleitner  
(847)361-6238 [amy.andrews1@me.com](mailto:amy.andrews1@me.com)

Sandy Lidbury  
[Sandy.cotter@gmail.com](mailto:Sandy.cotter@gmail.com)

David Spiegelberg  
(262)215.9080; [dspiegelberg@hotmail.com](mailto:dspiegelberg@hotmail.com)

## **FOR IMMEDIATE RELEASE**

### **WHAT'S WITH THAT BIKE?**

## **TEAM ENDURO SNOWBIKE FAT BIKE EVENT SCHEDULED FOR FEBRUARY 20<sup>TH</sup> Kenosha County Park is becoming a hub for regional fat biking activities**

**KENOSHA COUNTY, Wis. (February 12, 2016)** – The 6<sup>th</sup> *Annual Team Snowbike Enduro* will take place at Silver Lake County Park in the Town of Salem in Kenosha County on February 20, 2016. The fat bike race and event will support current and future programs to build and support mountain bike trails at the park.

Maybe you've seen them and wondered "what's up with those bikes with the big fat tires?" "Now is your chance to see a fat bike up close, learn about the new sport, and maybe even take one for a ride" said Amy Andrews with the KORBA mountain bike group. KORBA stands for Kenosha Off-Road Bicycle Association, which recently became part of the Southeast Wisconsin Trails Alliance, and one of the newest clubs within IMBA – the International Mountain Bike Association.

In Partnership with Kenosha County Parks, KORBA's volunteer trail builders have built and maintain over eight miles of trails in Silver Lake County Park. Another two to three miles of trails are planned for the park in the future. The trails are primarily designed for intermediate riders, but note that a beginners/kid-friendly loop exists along with some sections with challenging climbs and descents for more advanced riders. Silver Lake County Park's proximity to major population centers has drawn bikers from both the local area and as far away as Chicago and Milwaukee. "This is a great way to enjoy winter in Kenosha County and to take advantage of the great mountain bike trails built by volunteers in our county," Kenosha County Executive Jim Kreuser said. "If you don't want to try it yet, bring some hot coffee or cocoa and watch the action."

Southeast Wisconsin has become an activity hub for fat bikers with over a half dozen trail systems and numerous events to choose from in a five county area. Winter events like the *Team Snowbike Enduro* and the growing number of winter trails designed for fat bikes have made biking a four season sport in northern climates.

The launching of the *Team Snowbike Enduro* began six years ago when a group of fat bike riders approached the Kenosha County Parks Department, inquiring about a location to host a winter biking event. At that time, fat biking as a sport was relatively new with only a very small group of people owning the bikes with tires larger than 3.7 inches. The sport has grown in popularity today with thousands of fat bike riders and almost every major bike brand producing a line of fat bikes. The event on the 20<sup>th</sup> expects to see over 100 riders and an equal amount of spectators.

The *Team Snowbike Enduro* event will be open to both solo and team riders. The relay will be three hour event. The trails are specifically groomed for fat bikes and will wind through the park's scenic hills and forests. Note that **YOU DO NOT NEED A FAT BIKE TO PARTICIPATE**. All riders will be placed on a team as a way to share the fun and encourage participation in this new sport.

Activities for riders and non-riders include a potluck chili cook and warm brats provided by the 75<sup>th</sup> Street Inn. Beer will be provided by Deschutes Brewing Company for those 21 and older. Music will be provided by Little Lisa, founder of Catfight Band. Warm fireplaces will be available to the attendees at the park's lakefront shelter.

KORBA is suggesting a \$20 donation to support ongoing trail building efforts. Registration starts at 10am, followed by a derby at 12pm, and official race start at 1pm. More details about *Team Snowbike Enduro* and KORBA can be found at <https://www.facebook.com/KORBAmtb/> Check the FB page for weather and trail condition updates before traveling to the event. Information about the new SEWTA (Southeast Wisconsin Trail Alliance) IMBA Chapter will be available at the event. Area mountain bikers are encouraged to join IMBA at <https://www.imba.com/>

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