

FOR IMMEDIATE RELEASE, A JOINT PRESS RELEASE

August 20, 2021

Keweenaw Mountain Lodge becomes the title sponsor of Trails Fest

A 4-year agreement that is a strong partnership between organizations with similar interests and goals

Copper Harbor, Michigan

It is a match made in heaven, or about as close to it as we can get in Copper Harbor: the Copper Harbor Trails Club has partnered with the Keweenaw Mountain Lodge to continue the Trails Fest. The historic Keweenaw Mountain Lodge, considered to be the Jewel of the Keweenaw, will be the title sponsor of Trails Fest as part of a 4-year agreement agreed upon earlier this month between the two parties.



The Copper Harbor Trails Club and the Keweenaw Mountain Lodge are proud to be working together to produce this iconic event in the Keweenaw that is loved by outdoor enthusiasts. The Lodge takes over from Bell's Brewing in being the title sponsor of the event to keep one of the best mountain biking festivals going on some of the best mountain biking trails in the country.

This is the 28th year of the Trails Fest, taking place Sept. 3 - 5, 2021 in Copper Harbor, MI. The annual Labor Day Weekend event features races, music, beer, and good times on Saturday and Sunday!

The Trails Fest fits into the Lodge's philosophy of focusing on outdoor activities for all-ages, as the event has something for everyone, whether you are a cross-country lover, blazing-fast downhiller, enduro expert, sure-footed trail runner, or aspiring young ripper.

The mountain biking races that will be held this year as part of Trails Fest are the Enduro, the XC (long and short), the Downhill, and the Junior MTB race. The Enduro is a stage-race format where the goal is to accumulate the lowest combined time from a series of individually timed races. The XC races feature challenging singletrack and elevation changes that are a



trademark of the Copper Harbor Trails. This year the course will have a unique, challenging twist that is guaranteed to literally keep racers on their toes. The Downhill race will feature a new course on the new black diamond trail at East Bluff Bike Park that will challenge the most advanced riders. And the Junior MTB race will have 1.5 and 3 mile races for children under 13 years of age, which are on the Back 9 Trails at the Keweenaw Mountain Lodge.



The infamous mass start for the Trails Fest XC Race [Photo: Chris Guibert]

Since 2018, the Lodge has been under new ownership. The new ownership and the Lodge team have been working to transition the Lodge to be a hub for outdoor activities at the top of the Keweenaw. This has entailed the Lodge working closely with the Copper Harbor Trails Club to continue to improve the trail system in Copper Harbor. The Lodge supports the club's mission to continue to improve all the trails in the system and construct new ones. Thus, becoming the title sponsor of the club's marquee event, Trails Fest, is a natural fit for both organizations.

Another philosophy that the Lodge focuses on is education. Thus, look to see the Lodge and the Copper Harbor Trails Club partner on various clinics and workshops scheduled around Trails Fest in future years.

The agreement is for four (4) years, with the intent to extend further into the future in order to make the Trails Fest event one of the most enjoyable outdoor activities in the Midwest and the country. "The Lodge is honored and proud to be the title sponsor of the Copper Harbor Trails Club's iconic event, Trails Fest. This partnership further solidifies our support for



the club and its purpose in developing and maintaining an incredible trail system at the top of the Keweenaw”, said John Mueller, Keweenaw Mountain Lodge.

“We are excited to have the Keweenaw Mountain Lodge as the Title Sponsor for the Copper Harbor Trails Fest for the next four years. The event will continue to grow and evolve with their support, and we can’t wait to integrate more activities in and around the Lodge over Labor Day weekend,” said Nathan Miller, Executive Director of the Copper Harbor Trails Club. “We could not have asked for a better partner to help carry the torch with us to continue our goal of making Copper Harbor one of the best mountain biking destinations in the country.”

It is a beautiful time to explore the Keweenaw's forests. Come on UP! We look forward to seeing everyone during the Labor Day weekend.

Register for the **28th Copper Harbor Trails Fest presented by the Keweenaw Mountain Lodge** at:

- <https://copperharbortrails.org/event/copper-harbor-trails-fest>

FUN. JOYOUS. ADVENTURESOME.

#####

For Immediate Release. Contact: KML Public Relations, pr@keweenawresort.com | Nathan Miller, nathan@copperharbortrails.org

About the Keweenaw Mountain Lodge: The Keweenaw Mountain Lodge is a wilderness resort at the top of the Keweenaw, with log cabins, a lodge, restaurant, golf course and more. The resort has been a fixture in the Keweenaw since breaking ground on the project in 1934 as part of a WPA program, providing guests with the opportunity to enjoy a fun, joyous, and adventuresome experience among the pristine natural beauty of Michigan’s Upper Peninsula. Guests can play a round of golf, ride the mountain biking trails, hike through the woods, and take a leisurely stroll to/from the cabins and the Lodge. At the end of the day, one can relax in the Lodge by enjoying quality food and drink.



Web Site: <https://keweenawmountainlodge.com>

About the Copper Harbor Trails Club: The mission of the Copper Harbor Trails Club (CHTC) is to advocate for, develop, and maintain trails and land for human-powered activities in and connecting to Copper Harbor. Put more simply, we build and maintain incredible trails near Michigan’s northernmost town. The trails are sustainably built and optimized for mountain bikes. However, that is not to say that other trail users are not allowed. With the exception of a few dedicated downhill rippers, all of our singletrack trails are multi-use for all non-motorized pursuits. That means hikers, birdwatchers, berry pickers, rockhounds, backpackers, trail runners, dog walkers, photographers, and basically anyone propelling themselves with their own two feet can use the trails alongside our mountain biking brethren.



Web Site: <https://copperharbortrails.org>