



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

***SRAM EPIC Bike Fest Hosts the Midwest's Premier Races on  
CAMBA & Mt. Telemark Village Trails Throughout Weekend Festival***

**CABLE, WI (June 8, 2025)** – A week of scattered rain showers and sunshine provided the perfect trail conditions for the EPIC Bike Fest Weekend in Cable, Wisconsin hosted by the American Birkebeiner Ski Foundation (ABSF or Birkie). Over 1,100 riders took to the well moisturized, “tacky” trails for numerous events from Friday through Sunday afternoon for fast competition on both gravel and singletrack trails.

Singletrack Saturday saw nearly 700 cyclists competing for the podium and Gravel Sunday brought over 300 riders to the trails. “It’s been an incredible weekend of racing,” said ABSF Executive Director Ben Popp. “some of the midwest’s premier racers were here and it made for great competition.”

**Overall Winners include:**

**EPIC Singletrack - Full 37 mile - Female**

- 1) Lyllie Sonnemann - Madison, WI - 3:25:48
- 2) Elin Hartmann - Minneapolis, MN - 3:26:45
- 3) Holly Kruchoski - New Berlin, WI - 3:32:35

**EPIC Singletrack - Full 37 mile - Male**

- 1) Daxton Mock - Lake Mills, WI 2:52:12
- 2) Hayden Schlough - La Crosse, WI 3:00:45
- 3) Aidan Lemorande - Suamico, WI 3:01:07

**EPIC Gravel - Full 50 mile - Female**

- 1) Lyllie Sonnemann - Madison, WI 3:00:26
- 2) Elin Hartmann - Minneapolis, MN 3:05:06
- 3) Julia Hoffman - Minneapolis, MN 3:15:18



## EPIC Gravel - Full 50 mile - Male

- 1) Daxton Mock - Lake Mills, WI - 2:32:47
- 2) Chris Stevens - New Richmond, WI - 2:36:09
- 3) Corey Stelljeds - Madison, WI - 2:38:22

“No matter what your skill level this is a great event for the bike community,” said Event Director Kristy Maki. “We saw all ages out on the course and enjoying the Mt. Telemark Village venue. We even had a father and son both podium in their respective age groups.”

EPIC Bike Fest is an annual partnership between the ABSF and CAMBA (the Chequamegon Area Mountain Bike Association), and is the largest yearly fundraiser for CAMBA, raising over \$200,000 over the past five years. Both organizations use this bike festival to showcase the area’s trails, including the Trek Trails powered by OTM at Mt. Telemark Village, which officially opened last summer. “This event is a great kickoff to the season,” said Maki, “and we can’t wait to see these trails utilized throughout the summer.

The event kicked off Friday at 1:00PM for a shake-out ride where area visitors could get to know one another and the trails, followed by a kids race at 5:00PM where over 50 young riders age 4-12 took on a .25 mile loop.

The weekend also included the EPIC Expo at the Mt. Telemark Village Hub in Cable, Wisconsin. World renown bike brands like EPIC title sponsor SRAM, Onyx, and Trek were in attendance, as well as local vendors like New Moon Ski & Bike and The Birkie Store. Food vendors Honey Badger Bites, Papa Saletris and Hub tenant Backroads Coffee.

Video clips for use with this story can be found in [this Google Drive folder](#) and photography can be found on the [ABSF Facebook Page](#). Please credit: **Media courtesy of American Birkebeiner Ski Foundation**. For additional information contact ABSF Marketing Director Shawn Connelly [media@birkie.com](mailto:media@birkie.com).

###