



FOR IMMEDIATE RELEASE

**American Birkebeiner Ski Foundation proudly announces
Rossignol as the title sponsor of the 2025 Birkie Trail Run**

[Hayward, WI, July 14, 2025] – The American Birkebeiner Ski Foundation (ABSF) is proud to announce Rossignol as the Title Sponsor of the 2025 Birkie Trail Run.

"Rossignol has enjoyed a long and meaningful partnership with the ABSF. To now be able to expand that as title sponsor of Birkie Trail Run and begin engaging ABSF communities year-round, across seasons, is incredibly exciting for us as a brand," said **Nick Castagnoli**, Senior Brand Director at Rossignol. "We look forward to introducing everyone to the new Rossignol Trail Run collection and lacing up with old friends and new this September. "

While the American Birkebeiner, affectionately known as the "Birkie," is most well-known for North America's largest cross-country ski race, for over a decade, the Birkie Trail Run has brought thousands of runners and trekkers to the forested hills of the Wisconsin Northwoods for a challenging race day.

"We encourage everyone to adapt the 'Birkie lifestyle', a year-round active, healthy way of living," said Ben Popp, Executive Director of ABSF. "Rossignol is a perfect example of this lifestyle with their new venture into trail running gear. It aligns perfectly with our mission to inspire people of all ages and abilities to live active, adventurous lives through not only cross-country skiing, but also running."

The Birkie Trail Run is coming to Mt. Telemark Village in Cable, Wisconsin Saturday September 27th. The trail run festival includes various distance events: marathon, marathon relay, half marathon, nordic trek, 5K and a kids 1K fun run! Participants can register at birkietrailrun.com

For more information about Rossignol visit www.rossignol.com.

For more information about the American Birkebeiner Ski Foundation, visit <https://www.birkie.com/>.

For additional comment from the ABSF, please contact Birkie Marketing (715) 575-1168 or media@birkie.com

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