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**American Birkebeiner Ski Foundation Opens Registration for Annual
Ski de She Women's Weekend, Welcoming NY Times Best Selling Author Elyse Kopecky**

Hayward, WI – The American Birkebeiner Ski Foundation (ABSF) is excited to open registration for the fourth annual Kari Traa Ski de She women's camp & race weekend, an event for women to come together to expand their skills, build race confidence and connect with fellow female skiers. The camp will be held Friday, January 16 through Sunday, January 18, 2026 with race day on Saturday, January 17.

The ABSF is proud to welcome this year's Ski de She Camp keynote speaker Elyse Kopecky. Driven to help others eat right and live healthy, Kopecky is a 3-time *New York Times* best-selling author, educator, and inspirational speaker. She co-authored *Run Fast. Eat Slow.*, *Run Fast. Cook Fast. Eat Slow.* and *Rise & Run* with 4-time Olympian and NYC Marathon Champion, Shalane Flanagan. Elyse is also a mom and avid trail runner (and uncoordinated Nordic skier) which inspires her passion to fuel others and the future through enriching food.

Saturday's women-only races offer a competitive experience for advanced skiers while also providing an encouraging, welcoming, first-time racer environment. Race events include:

- 30K Skate presented by Gear West
- 20K Classic presented by Finn Sisu
- 10K Freestyle presented by Riverbrook Bike & Ski
- 5K Freestyle presented by Rex Wax

"We're thrilled to bring back Ski de She for another empowering weekend and welcome Elyse Kopecky to Northern Wisconsin," said Kristy Maki, ABSF Event Director. "The women's races celebrate the spirit of female athletes and the camp encourages more women to discover the joy of cross-country skiing and connect with a community of like-minded people. We're also excited to provide even more offerings at the women's camp."

Ski de She campers can look forward to a Kari Traa merino-wool base layer top, a custom Kuvetta Ski de She race headband, Ski de She swag bag & notebook – with even more goodies from our sponsors, live embroidery apparel customization, complimentary wax service, race registration, necklace making workshop, group yoga class, workshops & coaching led by industry professionals, catered meals, snacks to fuel, and drinks to rehydrate.

The camp is limited to 150 participants. Early registration is recommended as previous Ski de She Camps have sold out quickly. More information and registration can be found at <https://go.birkie.com/SkideSheInfo>

The 'de She' event series reflects ABSF's dedication to our BirkieOne initiative - to reduce barriers and increase participation in an active outdoor lifestyle including skiing, biking and running. The ABSF is renowned for organizing the American Birkebeiner, North America's largest cross-country ski marathon, and is proud to be on the forefront of outdoor endurance inclusivity.

For more information, please visit birkie.com/bike/events/shred-de-she or contact Birkie Marketing 715.575.1168 | media@birkie.com

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