



FOR IMMEDIATE RELEASE

**Birkie to Host WI Nordic Kickoff Livestream
with Statewide Ski Community Partners - DATE CHANGE**

October 31, 2025

Hayward, WI — On Monday November 17th at 7PM-CT the American Birkiebeiner Ski Foundation (Birkie) will host the first WI Nordic Winter Kickoff Livestream. This online event features representatives from five Nordic ski areas in Wisconsin, including:

- WinMan Trails in Winchester
- Minocqua Winter Park
- Arians Nordic Center in Brillion
- Birkie in Hayward/Cable
- Lapham Peak in the Kettle Moraine

“This will be a fun, informative, community building livestream, “ said Birkie Executive Director Ben Popp. “A celebration of the upcoming winter season as we prepare for the largest cross-country ski event in North America - The American Birkebeiner AND winter skiing across the state of Wisconsin.”

In November 2024, Birkie & Arians Nordic Center hosted a [Winter Kickoff Livestream](#). This online event was well received with around 1,000 viewers between Facebook & YouTube and an engaged chat full of enthusiastic skiers. This year’s program will follow a similar format to the event last November. Only this time, the Birkie is excited to open this presentation up to additional WI Nordic partners.

Viewers can expect each location to provide a preview of their winter events, venue infrastructure, and what you need to know before getting out on your skis. Plus, lively conversation, live Q&A and giveaways.

The live stream can be viewed at [birkie.com](https://www.birkie.com), or on [Facebook](#) or [YouTube](#).

For more information, please visit www.birkie.com/ski/ or contact Shawn Connelly - Birkie Marketing Director (715) 575 – 1168 or media@birkie.com

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