



FOR IMMEDIATE RELEASE

Mt. Telemark Village Competition Venue Officially Named The Carlson Competition Stadium

Cable, WI - December 19, 2025 – The American Birkebeiner Ski Foundation (ABSF) is proud to announce the official naming of the Mt. Telemark Village competition venue at the Birkebeiner Trail Head: The Carlson Competition Stadium. Dr. Brent Carlson's investment in our future allows for us to develop a venue that will not only enable us to host the most competitive youth and development events in the country, but more efficiently host programs, a diverse range of events, and even, on rare occasion when necessity demands, finish the American Birkebeiner in low snow years (like 2021/2024).

“Brent's commitment to supporting our missions is incredibly impactful on our local community and beyond,” says ABSF Executive Director Ben Popp. “His belief in us to create a world class venue that will enable skiers for generations to come is awesome! It takes a village and with leadership like this, we will be providing ‘Birkie Experiences’ for generations to come!”

“Nordic skiing has been such an important part of my life through college and beyond,” said Dr. Brent Carlson. “I am excited about the plans the Birkie has for this competition stadium and how it will fuel the competitive and healthy spirit in so many other young athletes’ lives. It is an honor to help in that vision.”

The Carlson Competition Stadium is currently being built-out with additional fencing for crowd control, signage, sound system announcing enhancements, volunteer spaces and safety equipment. Additional improvements also include:

- Electrical expansion
- Team infrastructure for indoor waxing space instead of tents.
- Solid spaces for timing, announcing, and race day offices.
- Permanent way-finding signage and maps instead of temporary laminated paper.
- Lighting and video board upgrades.
- General venue flow improvements and trail rerouting to create numerous multi-course options with upgrades to dirt, turf, trail systems for a variety of event

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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