FOR IMMEDIATE RELEASE

Mt. Telemark Village earns Wisconsin Destination of the Year Award

[Madison, WI, June 25, 2026] – The American Birkebeiner Ski Foundation (ABSF) is proud to announce that Mt. Telemark Village has earned the coveted Destination of the Year award at the second annual Governor's Outdoor Industry Awards.

Hosted by the Wisconsin Office of Outdoor Recreation on June 24th, the awards ceremony was held at the Governor's Executive Residence on the shores of Lake Mendota in Madison, Wisconsin. Governor Tony Evers, Tourism Secretary Anne Sayers and WI Office of Outdoor Recreation Director Casssie Mordini presented the awards.

"I'm Honored to be in Madison today representing the American Birkebeiner Ski Foundation and the years of hard work that made Mt. Telemark Village a reality," said Shawn Connelly, ABSF Marketing and Communications Director. "All of our fellow nominees for Destination of the Year are Wisconsin must-visit destinations. To be recognized among them is truly an honor."

Nearly 70 organizations, businesses, and individuals were nominated across seven categories, including:

Outdoor Business of the Year- exemplifies excellence through customer service
Big Tent Award- recognizes those working to create welcoming environments & expand participation
First Ascent for Innovation- celebrates pioneering new ideas, programs, projects and approaches
Rising Star- newer to the industry and have already demonstrated exceptional leadership and passion
Tandem Award for Collaboration- organizations and businesses demonstrating exemplary teamwork
Trailblazer of the Year - an individual who went the extra mile
Destination of the Year- destination that went above and beyond to enhance outdoor activity

Special recognition to Birkie partner Hayward Power Sports for taking home the Outdoor Business of the Year Award. The Cable/Hayward area was well represented.

Mt. Telemark Village is a premier, year-round outdoor recreation destination in Cable, Wisconsin. The property is anchored by the Mt. Telemark Village Hub - a 12,000 square foot adventure center and gateway to the outdoors. The building features the Gantz Great Room, Backroads Coffee Shop, New Moon Bike & Ski rentals and repairs, a Trek Bike retailer and the Tony Wise Museum. Many of the design elements harken back to the original Telemark Lodge property, including the Wall of Champions.

More information can be found at birkie.com/mtv where you can also learn more about other partners on the Mt. Telemark Village property: Home Base, Telemark Stays, and Rivers Trailside (coming soon).

For more information and pictures for use with this press release visit: birkie.com/2026/06/mt-telemark-village-earns-wisconsin-destination-of-the-year-award/ Or contact ABSF Marketing & Communications Director Shawn Connelly via email media@birkie.com

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