



FOR IMMEDIATE RELEASE

**American Birkebeiner Ski Foundation
announces Kästle as the Presenting Sponsor of the Open Track**

[Hayward, WI, September 15, 2026] – The American Birkebeiner Ski Foundation (ABSF) proudly announces that Kästle is the Presenting Sponsor of the 2027 Open Track ski tour taking place Wednesday, February 24 – the opening event of Birkie Week.

"We are very excited to sponsor the American Birkie, as well as to support the Open Track events," said Jed Duke, General Manager of Kästle USA. "Growing opportunities for skiers is a part of the Kästle DNA, and what better way to do that than supporting this great organization & its events." Kästle is dedicated to crafting exceptional sport equipment that embodies the spirit of adventure, empowers athletes to reach new heights, and inspires a lifelong love for mountain sports.

The American Birkebeiner, affectionately known as the "Birkie," is North America's largest cross-country ski race, drawing thousands of participants and spectators annually to the iconic Birkebeiner Trail in Cable and Hayward, Wisconsin. With a tradition dating back to 1973, the Birkie has become a symbol of endurance, camaraderie, and the beauty of the winter landscape.

"We are excited to grow our partnership with Kästle and have them on-board as our Presenting Sponsor of the Open Track for the next two years," said Ben Popp, Executive Director of ABSF. "Their commitment to the Nordic community and promoting active, healthy lifestyles aligns perfectly with our mission to inspire people of all ages and abilities to live active, adventurous lives through cross-country skiing."

For more information about Kästle, visit <https://us.kaestle.com/>. For more information about the American Birkebeiner Ski Foundation, visit <https://www.birkie.com/>. For additional comments from the ABSF, please get in touch with Birkie Marketing (715) 575 – 1168 or media@birkie.com.

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