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**\$10,000 Grant from Athletic Brewing Co. Will Help Rebuild
Ice Age National Scenic Trail Boardwalk at Lodi Marsh**
Funding Comes from *Two for the Trails* Program

Cross Plains, Wis (March 15, 2022) – Next month, the Ice Age Trail Alliance will elevate the hiker experience in Lodi Marsh.

Volunteers from the Ice Age Trail Alliance’s Lodi Valley and Dane County Chapters, as well as Alliance staff, will work over 3 days (April 7-9), to build a 371-foot boardwalk. It will traverse an area of the Lodi Marsh segment that’s frequently water-logged.

“This is a popular segment of Trail. But most of the year, it’s a less-than-pleasant hiking experience,” said Dave Caliebe, Trail Program Manager for the Alliance. “Improving the Trail in this area has been on our wish list for a few years now,” he said.

Thanks to a \$10,000 *Two for the Trails* grant the boardwalk will now be built. *Two for the Trails* is a program from Athletic Brewing Co., the nation’s leading non-alcoholic craft brewery. Each year, two percent of Athletic Brewing Co.’s sales are allocated to the program, which supports active and healthy lifestyles in the outdoors.

In 2021, *Two for the Trails* donated more than \$1 million to 62 organizations, including the Ice Age Trail Alliance.

“Grants like this from Athletic Brewing Co. are crucial to helping the Alliance meet a growing list of trail construction and maintenance projects,” said Luke Kloberdanz, Director of Philanthropy at the Alliance. “Partnerships, like the one with Athletic Brewing Co. allow the Alliance to improve the experience for an ever-growing Ice Age Trail community.”

This type of corporate support enables us to fund enhancement projects, he said. “These don’t necessarily grow the Trail in mileage, but rather raise the overall hiker experience and that is just as important.”

In addition to helping keep hikers’ feet dry, the boardwalk will offer new views of Lodi Marsh and a great vantage point for watching waterfowl.

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About the Ice Age National Scenic Trail:

The Ice Age National Scenic Trail is a 1,200-mile footpath contained entirely within Wisconsin. It traverses the state from St. Croix Falls in the west, to Sturgeon Bay in the east, going as far

south as Janesville. One of 11 National Scenic Trails, the Ice Age Trail highlights the landscapes that were carved out by ancient glaciers, which happen to be some of the most beautiful areas in the state. Approximately 60% of Wisconsin residents live within 20 miles of the Ice Age Trail.

About the Ice Age Trail Alliance:

The Ice Age Trail Alliance is a non-profit, member and volunteer-based organization which conserves, creates, maintains, and promotes the Ice Age National Scenic Trail. For more information visit iceagetrail.org.

About Athletic Brewing

Named by *Fast Company Magazine* as one of the “World’s Most Innovative” companies in 2020, Athletic Brewing Company is reimagining beer for the modern, active adult. Their great-tasting craft brews provide a refreshing taste of craft beer, without the alcohol or the hangover. With custom breweries on the east and west coasts, their lineup has earned accolades throughout the industry, even against full-strength beers, including the 2020 World Beer Award Gold medal for Run Wild. Additionally, Athletic Brewing’s “Two for the Trails” initiative donates 2% of all sales to trail and park cleanups and maintenance. Plus, as a part of their IMPACT Program, 1% of revenue goes to non-profit organizations that support positive impact and opportunity from the ground up in their communities. Athletic Brewing’s full portfolio of flagships, seasonal, and specialty beers is available for purchase on its website, www.athleticbrewing.com, as well as the company’s subscription offering – The Athletic Club. For more information on Athletic Brewing, please visit <https://athleticbrewing.com/> . For more information on Two for the Trails, please visit <https://athleticbrewing.com/pages/two-for-the-trails>