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FOR IMMEDIATE RELEASE**Mammoth Hike Challenge to Take Place in October**

Event highlights Ice Age National Scenic Trail and drives visitation to communities

Cross Plains, Wis. (Sept. 7, 2023)—This October, thousands of hikers, backpackers, walkers, and outdoor enthusiasts will have one goal: to achieve the Mammoth Hike Challenge.

In its fourth year, the event challenges participants to accrue 43 miles on the Ice Age National Scenic Trail and visit 3 official Ice Age Trail Communities during the month of October. (The number of challenge miles corresponds to 2023 being the 43rd anniversary of the Ice Age Trail being designated a National Scenic Trail.)

Participants can accumulate miles individually or as part of a team. “This is meant to be a fun challenge,” says Amy Lord, Manager of Outreach and Education for the Ice Age Trail Alliance, the organization hosting the event. “Push yourself a little, but mainly we want participants to have fun and explore places in Wisconsin they’ve never been.”

The Mammoth Hike Challenge is free and open to all ages and ability levels. The reward for completing it? An exclusive, limited-edition patch and certificate. To receive the rewards, participants need to register for the Challenge at IceAgeTrail.org/mammoth-hike-challenge.

Earn Bonus Miles, No Hiking Required

If hiking 43 miles within one month is daunting, the Alliance offers ways for Challenge participants to earn non-hiking “bonus” miles:

- attend Challenge-related events
- visit additional Trail Communities
- become an Alliance member
- introduce someone new to the Trail
- and more

“Life is hectic. If you can’t get all the miles in on the Trail, bonus miles enable you to still meet the Challenge,” says Lord. To learn more about bonus miles, visit IceAgeTrail.org/mammoth-hike-challenge.

Trail Communities are Important Part of the Ice Age Trail Experience

The Ice Age Trail goes through or near many Wisconsin communities. Nineteen of those are officially designated Ice Age Trail Communities. Two newcomers for this year are Portage and Baraboo.

“Trail Communities understand the importance of the Trail and appreciate the hikers that use it,” says Lord. “They are hiker destinations and are perfect for a pre-, mid-, or post-hike stop.”

Itineraries Highlight Trail Communities

To encourage participants to seek out new areas they’ve never hiked before—and make the challenge

easier to achieve--the Ice Age Trail Alliance curated Challenge itineraries, which are available at iceagetrail.com/mammoth-hike-challenge.

The itineraries provide trail maps and showcase the exceptional restaurants, attractions, and historical landmarks in the 19 official Ice Age Trail Communities: Antigo, Baraboo, Cornell, Cross Plains, Delafield, Hartland, Janesville, Lodi, Manitowoc-Two Rivers, Merrill, Milton, Portage, Rib Lake, Slinger, St. Croix Falls, Sturgeon Bay, Verona, West Bend, and Whitewater.

Trail Offers Something for Everyone

The Ice Age Trail roughly follows the edge of the last glaciation. It is 1,200 miles long and runs from Interstate State Park in St. Croix Falls, to as far south as Janesville, and then up to Potawatomi State Park in Sturgeon Bay.

“The Ice Age Trail has something for everyone,” says Luke Kloberdanz, Executive Director and CEO of the Ice Age Trail Alliance. “You can enjoy a rugged hike through the Northwoods, a tranquil walk through a restored prairie in Dane County, or a hike through a vibrant Wisconsin town like Cornell.”

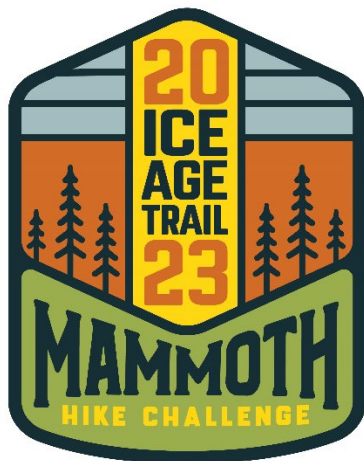
“It will take you along the beach, on top of an esker, through a frost pocket, past a stop on the underground railroad, and over beaver dams,” says Kloberdanz. “You’ll get to some of the best spots in Wisconsin when you follow the Ice Age Trail.”

AKHG, a Duluth Trading Co. company, is the official apparel sponsor of the 2023 Mammoth Hike Challenge.

Fast Facts about the Mammoth Hike Challenge

- More than 20,000 participants since 2020
- 64% of participants in 2022 were new to the Challenge
- Generated visitation to all 17 Trail Communities in 2022 (Portage and Baraboo are new in 2023)
- Generated more than \$1.1 million spending in local economies since 2020

The 2023 Mammoth Hike Challenge patch:



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About the Ice Age Trail:

The Ice Age Trail (IAT) is a 1,200-mile footpath contained entirely within Wisconsin. One of 11 National Scenic Trails, the IAT 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 IAT.

About the Ice Age Trail Alliance:

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