

# Celebration/Finish Zone - Downtown Hayward

February 22-25, 2023

## CELEBRATION & FINISH ZONE

### MAP KEY

- Skiers Only
- Spectator Areas
- Road Closed
- 🏁 Finish Line
- Bus Stop
- P Spectator Parking
- ♿ Handicap Parking
- ? Information Station
- + Medical Assistance
- Hospitality Zones
- ♿ Restrooms
- 🔍 Lost & Found



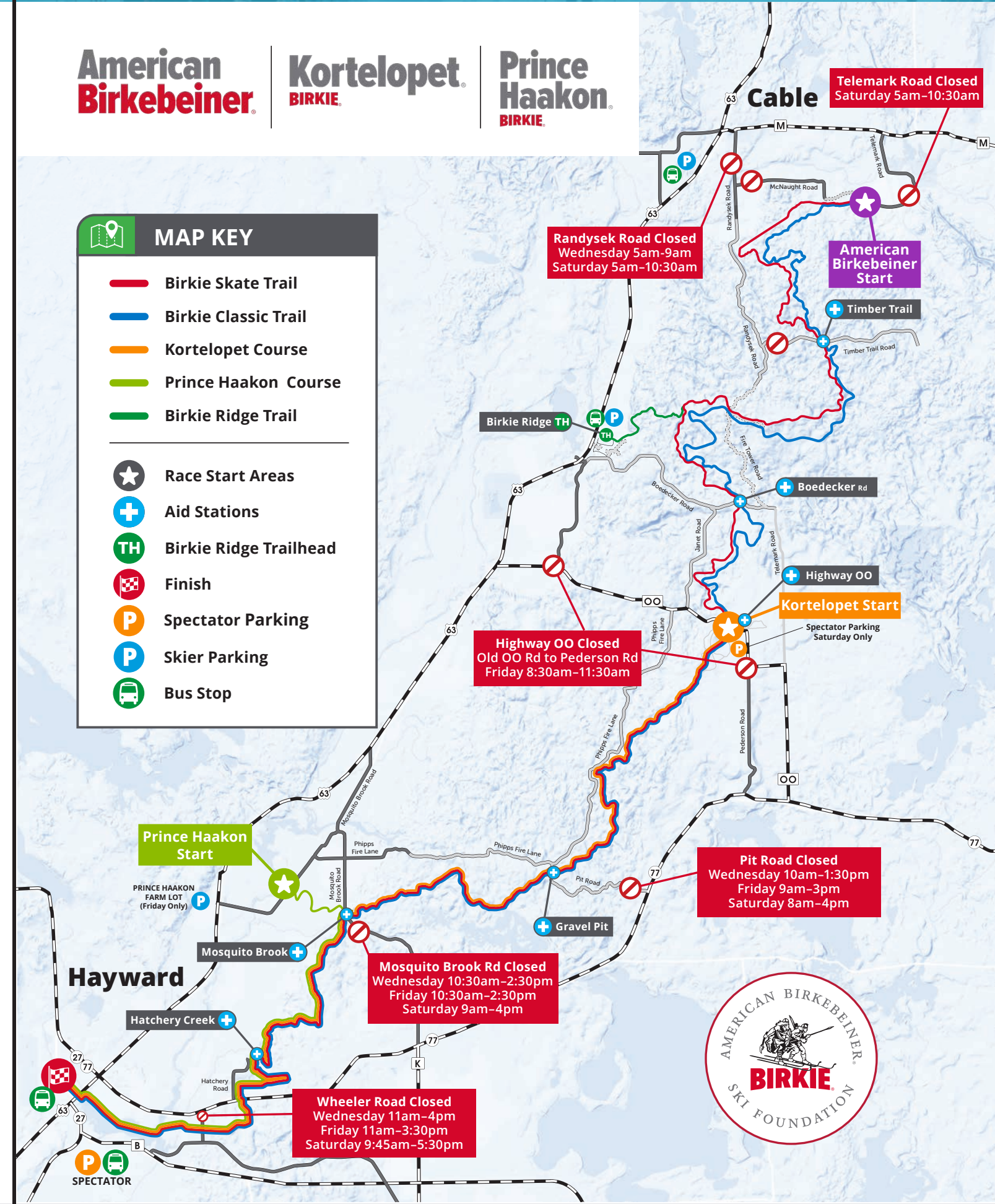
slumberland  
**BIRKIE**  
*Ski. Run. Bike. Live!*



# Course Maps & Road Closures

American Birkebeiner BIRKIE | Kortelopet BIRKIE | Prince Haakon BIRKIE

- ### MAP KEY
- Birkie Skate Trail
  - Birkie Classic Trail
  - Kortelopet Course
  - Prince Haakon Course
  - Birkie Ridge Trail
  - ★ Race Start Areas
  - + Aid Stations
  - TH Birkie Ridge Trailhead
  - 🏁 Finish
  - P Spectator Parking
  - P Skier Parking
  - 🚌 Bus Stop





**OPEN TRACK EVENTS**

- American Birkebeiner OT - 50K/53K  
8am-9am Start Window
- Kortelopet OT - 29K  
11am-11:45am Start Window
- Prince Haakon OT - 15K  
11am-11:30am Start Window

**WATCHING THE START**  
American Birkebeiner OT

- Park at the start

**Kortelopet OT**

- Park at the start

**Prince Haakon OT**

- Spectator viewing unavailable for Prince Haakon Open Track

**WATCHING THE FINISH**  
Racers are expected to finish on Main Street from 12pm-5pm.

**FINISH LINE VIDEO**  
Create a shout-out video for your friends or family skiing an Open Track Event!

- Create your very own shout-out video that will be played as athletes cross the finish line on Main Street in Hayward!
- When the participant crosses the timing system at the finish line prior to the video board it will trigger their video
- Because there may be many participants with submitted videos passing the board simultaneously, it may not be possible to show everyone's video
- Suggested video length is between 5-10 seconds long. This gives long enough to get your participant's attention, but not too long that other videos do not have time to play.
- Video submissions will be accepted until Tuesday, February 21st, at 7pm CST

**SPECTATOR GUIDE**



Slumberland American Birkebeiner & Birkie Week Events

**Barkie BIRKIE Skijor**

**BARKIE BIRKIE SKIJOR RACES**  
Begin at 9:30am

- Park at spectator lot and ride bus to town
- All races start and finish on Main Street
- Awards are presented immediately following races in the Celebration Zone

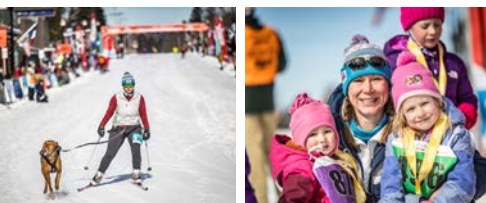
Start Time	Group	Location
9:30am	5km Start	Main Street
10:15am	3km Start	Main Street
10:40am	1km Start	Main Street

**Barne BIRKIE**

**BARNEBIRKIE YOUTH SKI TOUR**  
Begins at 11:30am

- Park at spectator lot and ride bus to town
- Events begin behind the Hayward Intermediate and Primary Schools and finish on Main Street
- Continuous shuttle bus service is available to/from the Spectator Lot from 9:30am-4:30pm
- Individual medals are awarded at the finish line
- To preserve the integrity of the course, spectators must stay on the pedestrian path and sidewalk areas

Start Time	Wave	Distance
11:30am	Purple	500 m (0.3 miles)
11:35am	Red	3 km (1.9 miles)
11:40am	Green	1 km (0.6 miles)



**Jr. BIRKIE**

**JUNIOR BIRKIE MASS START FREESTYLE RACES**  
Begin at 1pm

- Park at spectator lot and ride bus to town
- Mass Start Freestyle Races** begin behind the Hayward Intermediate and Primary Schools and finish on Main Street
- Team Sprint Relays** start/finish on Main Street
- Continuous shuttle bus service is available to/from the Spectator Lot from 9:30am-4:30pm
- Awards for each age group are presented after each race at the Champions Stage in the Celebration Zone.

**BIRKIE GIANT**

**BIRKIE GIANT SKI - Begins at 5pm**

- Races start and finish on Main Street
- Awards are presented following races.
- Costume contest winners will receive free entry into the 2024 Birkie Giant Ski.

**BIRKIE BASH**  
5:30pm-8:30pm  
(Buffet closes at 8:00 PM)  
Pasta & salad bar, Earth Rider Beer, and live music

- Skiers & Spectators welcome!
- Tickets must be purchased in advance
- \$25 per person / \$12.50 for ABSF members
- Tickets available at [bit.ly/BirkieBash23](http://bit.ly/BirkieBash23)
- Where: Steakhouse & Lodge, 15860 T Bone Lane, Hayward, WI 54843

**BIRKIE EXPO**  
Hayward High School  
10320 Greenwood Ln, Hayward

- Thursday: 10am-8pm
- Friday: 9am-8pm

**PARTICIPANT TRACKER APP**

- Get an estimated finish time for skiers based on race checkpoints
- Use this QR code or visit [trt.me/app](http://trt.me/app) to download the participant tracker app
- Open the app and search "2023 Birkie" and follow prompts to add skier(s)

Please note, until skiers pass the first aid station timing is not accurate

- Make a plan in advance of the race to reunite with skiers.
- Cell service can be unpredictable during Birkie Week.

**DROPPING OFF A SKIER?**  
Drop-off areas are designated at each parking lot. Follow the signs to the drop-off location, drop off skier(s) and immediately exit the lot.

**ParaBirkie BIRKIE**

**PARABIRKIE - Begins at 9am**

- The race begins at Wheeler Road and finishes on Main Street
- Participant & spectator parking is available at the Wheeler Road start area, adjoining the Birkie Trail. Accessible parking is also available adjacent to the Celebration Zone and on each block near Main Street.

**Kortelopet BIRKIE**

**KORTELOPET - Begins at 10:15am**

**WATCHING THE START**

- Spectators may ride the bus from Birkie Ridge to the start area
- Birkie Ridge to Start: 8am-12:30pm
- There is no parking at the Kortelopet start

**WATCHING THE FINISH**

- Park at spectator lot and ride bus to Celebration Zone
- Main Street, Downtown Hayward
- Anticipated finish window 11am-5pm
- Awards Ceremony 1pm

**Prince Haakon BIRKIE**

**PRINCE HAAKON - Begins at 1:15pm**

**WATCHING THE START**

- Spectators may ride skier buses to the race start
- Ride the bus from Birkie Ridge or the Prince Haakon Farm Lot from 11:30am-1:45pm
- There is no parking at the start.

**WATCHING THE FINISH**

- Park at the spectator lot and ride the bus to town
- Main Street, Downtown Hayward
- Anticipated finish window 2pm-5pm
- Awards Ceremony 3pm

**FINISH ZONE**  
Spectators are not allowed in the Finish Zone

**RECOVERY ZONE**  
Spectators may reunite with skiers in the Recovery Zone.

**Birkie Gear Bag & Plastic Bag Pick-Up**

- Friends/family can pick up your bag if they have your bib.
- Go to the sign indicating your wave number, show the volunteer your bib number, and they'll retrieve your Birkie gear bag or plastic drop bag.

**RACE RESULTS**  
You can track finish results online at [birkie.com](http://birkie.com)

**LOST & FOUND**

- Location:** Veteran's Community Center
- Hours:** Friday 1pm-6pm; Saturday 11am-7pm; Sunday 8am-1pm
- Upon request, found items will be shipped to the owners, at the owner's expense, until March 31, 2023. Call **715-634-5025** to find a lost item

**American Birkebeiner**

**SLUMBERLAND AMERICAN BIRKEBEINER - Begins at 8:15am**

Skiers will start at the American Birkebeiner Trailhead in Cable, WI, ski their way through the forest on the Birkie Trail, glide across Lake Hayward, cross over the American Birkebeiner International Bridge, and head toward the finish line on Hayward's snow-covered Main Street.

**WATCHING THE START**

- Spectators may ride skier buses to the race start area from Birkie Ridge and Cable Lots from 6:15am-10:30am
- Spectators may drop off skiers at Birkie Ridge and Cable parking lots from 6:15am-10:30am

**There is no skier drop-off at the start.**

**WATCHING THE RACE**

- Kortelopet Start - There is no parking on the north side of OO at the Samuel C Johnson Family Outdoor Center. Parking is available in the Kortelopet start area.
- Lake Hayward - Watch skiers cross the lake and head toward the finish
- The Village at Marketplace
- Main Street, Downtown Hayward

**WATCHING THE FINISH**

- Park at spectator lot and ride a bus to the Celebration Zone.
- Parking is not available in the downtown area.
- Main Street, Downtown Hayward
- Anticipated finish window 10:45am-6pm
- Awards Ceremonies:  
Skate @ 11:30am & Classic @ 12:30pm



**HOSPITALITY ZONES**

Need a space to warm-up, chill out, and watch the race?

- ARIENS LODGE**
- Earth Rider beer**
    - Thurs: 11am-7pm / Fri-Sat: 9am-6pm
  - Coffee & pastries from Backroads Coffee**
    - Thurs-Sat: 9am-3pm
    - Fri-Sat: Pulled pork sandwiches!
  - Ovarian Cancer Symptom Awareness**
    - Thursday: 8:30am-12pm
  - Ariens Nordic Center Info**
    - Wed-Thurs: 10am-4pm / Fri-Sat: 9am-5pm
    - Sign making: Support your skier and make a personalized sign to cheer them on!
    - Visit the Ariens Sno-Thro display for a chance to win Ariens gear!
  - New Parent Q&A with Madeline Depman**
    - Thursday afternoon

February 22-25, 2023  
**SPECTATOR BUS SCHEDULE**

Continuous Shuttle Service To & From	Continuous Shuttle Service To & From	Hours of Operation
<b>THURSDAY EVENTS</b>		
Spectator Parking Lot	Registration (Recovery Zone) Bus Stop	9:30am-2pm
Celebration Zone Bus Stop	Spectator Parking Lot	9:30am-4:30pm
<b>FRIDAY EVENTS</b>		
Birkie Ridge Parking Lot	Kortelopet Start	8am-12:30pm
Birkie Ridge Parking Lot	Prince Haakon Start	11:30am-1:45pm
P.H. Farm Parking Lot	Prince Haakon Start	11:30am-1:45pm
Spectator Parking Lot	Celebration Zone Parking Lot	9:30am-5:30pm
Recovery Zone Bus Stop	Kortelopet Start (permit holders only)	12:30pm-5:30pm
Recovery Zone Bus Stop	Birkie Ridge Parking Lot	12:30pm-5:30pm
Recovery Zone Bus Stop	P.H. Farm Parking Lot	2:30pm-5:30pm
<b>SATURDAY EVENTS</b>		
Birkie Ridge Parking Lot	American Birkebeiner Start	6:15am-10:30am
Cable Parking Lot	American Birkebeiner Start	6:15am-10:30am
Celebration Zone Bus Stop	Spectator Parking Lot	9:30am-6:30pm
Recovery Zone Bus Stop	Birkie Ridge & Cable Parking Lots	12:30pm-6:30pm
Recovery Zone Bus Stop	American Birkebeiner Start (permit holders only)	12:30pm-6:30pm

**Spectators may ride buses to the race start areas.**

- Preference will be given to skiers boarding the bus
- Buses will return spectators to skier parking lots after the start of each race except for Open Track Starts

2023 / 2024 EVENT SCHEDULE

- |             |                         |
|-------------|-------------------------|
| JUNE 9-11   | EPIC BIKE FEST          |
| JULY 22     | LUMBERJACK 5K RUN/WALK  |
| SEPT 23     | BIRKIE TRAIL RUN        |
| NOV 24-26   | TURKEY BIRKIE           |
| JAN 5-7     | LADIES FAT BIKE GETAWAY |
| JAN 13      | SEELEY HILLS CLASSIC    |
| JAN 19-21 S | KI DE SHE CAMP & RACES  |
| FEB 21-25   | BIRKIE WEEK EVENTS      |
| MARCH 9     | FAT BIKE BIRKIE         |



BIRKIE.COM



**GENERAL INFORMATION**

**BIRKIE WEEK**

- Scan for Birkie Week Details
- Wednesday Events**
- Open Track Events - Finish: 12pm-5pm
- Thursday Events**
- Barkie Birkie Skijor Races - Begin 9:30am
  - Birkie Expo - 10am-8pm
  - Barnebirkie Youth Ski Tour - Begins 11:30am
  - Junior Birkie Races - Begin at 1pm
  - Birkie Giant Ski - Begins at 5pm
  - Birkie Bash - 5:30pm-8:30pm
- Friday Events**
- Worldloppet Breakfast Gathering - 7:30am
  - ParaBirkie - Begins 9am
  - Birkie Expo - 9am-8pm
  - Kortelopet - Begins 10:15am
  - Prince Haakon - Begins 1:15pm
- Saturday Events**
- Slumberland American Birkebeiner Begins 8:15am / Finish 10:45am-6pm

**CELEBRATION ZONE**

Head to the Celebration Zone to purchase food & beverages, check out vendors, see awards and take pictures!

**BIRKIE STORE IN THE CELEBRATION ZONE**  
The Birkie Store is home to official Birkie apparel, gifts, and commemorative items.

**Birkie Store hours in the Celebration Zone:**

- Thursday:** 10am-5pm
- Friday:** 10am-5pm
- Saturday:** 9am-5pm
- Sunday:** 9am-1pm

**Don't have a cowbell?**  
Swing by the Birkie Store in the celebration zone to purchase one and cheer on finishers!

**EARTH RIDER BEER GARDEN**  
The Earth Rider Beer Garden proudly serves Earth Rider Beer, crafted from cold, clear, Lake Superior water.

**Earth Rider Beer Garden hours:**

- Wed:** 12pm-5pm
- Friday:** 10am-5pm
- Saturday:** 10am-5pm

**INFORMATION BOOTH**  
Birkie Store

Provided in collaboration with Frandsen Bank

- Thursday:** 10am-5pm
- Friday:** 10am-5pm
- Saturday:** 9am-5pm
- Sunday:** 9am-1pm

**VOYAGEUR CUSTOM SAUNAS**

- Wednesday:** 8am-3pm
- Thursday:** 8am-3pm
- Friday:** 9am-5pm
- Saturday:** 9am-5pm

