



KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

Jennifer Gonzalez
Tourism Coordinator

FOR IMMEDIATE RELEASE

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Kewaunee County to Groom Trails this Winter for Fat Bikes

KEWAUNEE, WI – Kewaunee County is gearing up to bring fat biking to its parks. The Promotions & Recreation Department is partnering with Broken Spoke Bike Studio in Green Bay to create a unique experience at Ryan Park and Riverview ATV Park.

“More people are riding these off-road bicycles with oversized tires, especially in winter and we’re happy to be able to open our trails to the recreational sport,” says Dave Myers, Kewaunee County Promotion & Recreation Director. “With the help and guidance of the crew at Broken Spoke Bike Studio, the goal is to mark trails at Ryan Park and Riverview ATV Park and then pack down any snow to make it feel as if you’re riding on pavement.”

“We’re introducing Kewaunee County to another experience and that’s the direction the tourism industry is headed,” says Jennifer Gonzalez, Kewaunee County Tourism Coordinator. “If we can get these riders to spend time on our trails and then venture into town for a bite to eat and more, possibly an overnight stay, it’s a win for everyone.”

Broken Spoke Bike Studio is sponsoring a February race on the trails at Ryan Park as part of the Snow Crown Fat-Bike Series presented by Nicolet National Bank. The “White Cap” is February 9, 2019. Participants can register online at <https://509cycles.com/snow-crown-series/> until February 7, 2019 or on site the day of the event.

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