



Birkie 2011®

Media Summary

Need Information for the News?

Are you an editor or reporter searching for a really good story?

Contact Media Coordinator, Cherie Morgan at 715-634-5025 (Birkie Office) or media@birkie.com

Media Resources – Visit www.birkie.com, click the Media tab on the top menu bar or <http://www.birkie.com/page/show/104571-media>. All the following can be found:

- 2011 Results
- Media Kit Online
- Elite Skier Information
- 2011 Race Statistics
- News
- Carpe Skiem! Our e-Newsletter
- Skier Confirmation – *You can search by individual skier or skier's from your community. Follow the directions at the top of the page for zip code search or enter the name of city.*

***NEW Location for Media Headquarters, Credential Pick-up, Winners Podium & Post Race Press Conference – All Located at the Birkie Cabin in Hayward**

- The Birkie Cabin is the log building located at the corner of U.S. Hwy. 63 and Main Street.
- Physical Address: 15806 Main Street, Hayward, Wisconsin
- Media Headquarters Phone: 715-934-5312

2011 Media Headquarters

- Monday, Feb. 21, 2011 – 8:00 a.m. – 4:00 p.m. Birkie Office 715/634-5025
- Tuesday, Feb. 22, 2011 – 8:00 a.m. – 4:00 p.m. Birkie Office 715/634-5025
- Wednesday, Feb. 23, 2011 – 8:00 a.m. – 4:00 p.m. Birkie Office 715/634-5025
- Thursday, Feb. 24, 2011 – 9:00 a.m. – 5:00 p.m. Birkie Cabin, Hayward 715/934-5312
- Friday, Feb. 25, 2011 – 8:00 a.m. – 6:00 p.m. Birkie Cabin, Hayward 715/934-5312
- Saturday, Feb. 26, 2011 – 9:00 a.m. – 5:00 p.m. Birkie Cabin, Hayward 715/934-5312
- Sunday, Feb. 27, 2011 – 8:00 a.m. – Noon Birkie Office 715/634-5025

Media Credential Pick Up

- Thursday, Feb. 24 from 8:00 a.m. to 5:00 p.m. Birkie Cabin, Hayward 715/934-5312
- Friday, Feb. 25, from 8:00 a.m. to 6:00 p.m. Birkie Cabin, Hayward 715/934-5312

Elite Sprints Media Opportunity

- Thursday, Feb. 24~ Following the Elite Sprints at the Birkie Cabin – Approx. 3:30 p.m. Here is your opportunity to talk to some of the Elites who will be attending event.

Post-Race Press Conference

- Saturday, Feb. 26 ~ Approximately 1:15 p.m., following podium shots outside of the Birkie Cabin.
- The post race press conference will be held in the Birkie Cabin.
- We expect the top men in the 50K Birkie Skate to finish ~ around 10:20 a.m. and the top skate women 10:45 a.m.
- We expect the top men in the 54K Birkie Classic to finish ~ 10:45 a.m. and top classic women ~ 11:15 a.m.

Taking Photos

- Best places to photograph Birkie: Start at Cable Union Airport, “OO”, Finish on Main Street, Hayward
- Best place to photograph Kortelopet or Prince Haakon: Start at Cable Union Airport, 3rd food station (behind Telemark at 16.3K), Finish at Telemark Resort