



FOR IMMEDIATE RELEASE

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SISU SKI FEST GEARS UP!

Looking Ahead to Another Spectacular SISU Event

Ironwood, Michigan - The 3rd Annual SISU Ski Fest will be held Jan. 13-14, 2012. The 42K SISU Marathon and 21K Heikki Lunta Half-Marathon races are qualifiers for Hayward, Wisconsin's legendary American Birkebeiner® and the Kortelopet® races.

New race added this year: The Junior 3K & 5K SISU (ages 10-18) will be held on Friday, Jan. 13, 2012. This is a timed race to be held at ABR. Racers will be competing for a commemorative award.

The 2K Lapset Loppet race for children 12 and under is not timed for speed but a fun event and finishers will receive a commemorative medal. It will be held on Friday, Jan. 13, 2012 at ABR before the Jr. SISU race prior to 2:30 PM.

The Taste 'N Tour is now a 7K event. It's for those skiers who do not want to race but want to ski the SISU trail. Along the route, four food stops are scheduled. This is a popular event and tickets sell out fast. A limit of just 250 tickets will be sold. Sign up now, the price is only \$15! Taste 'N Tour is held on Sat. Jan. 14, 2012 starting at 1:30 PM from Norrie Park.

JD Bass Entertainment will announce at the start and "Finnish" line. The Awards Ceremony, will feature the popular UP musicians, Conga Se Menne from Marquette, MI. Their music has a fun Finnish twist to reggae, rock, blues and more.

Visit www.sisuskifest.com for more information or to register and also become a volunteer.

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For more information about this race or to schedule an interview with Geneva Smiles, Race Director, please call Sandy Sharp, Race Administrator at 906-364-1296 or email Sandy at raceadministrator@sisuskifest.com