

## Brown, Patti

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**From:** Jeremiah Burish <burish@explorelacrosse.com>  
**Sent:** Wednesday, July 12, 2017 4:00 PM  
**To:** Brown, Patti  
**Subject:** Upper Hixon Trails for Bike Fest

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hello Patti,

The La Crosse Area Bicycle Festival is looking to expand its reach to more mountain bike enthusiasts to attract visitors to enjoy the incredible trails in our area. To do this, we have started planning an event on the Friday night of Bike Fest (September 1, 2017) that we are calling Friday Night Lights.

Here is our description of the event:

Bring your bike up the bluff and come play in the dirt! It's a social event for mountain biking at the new Upper Hixon Trailhead. With food, drinks, and bikes, the fun will last past sundown when we set up lights at the Pump Track.

Our goal is to have a similar event to that of the Bluff Bash. We will have rides through the trails with guides and some fun games and music at the parking lot area. We have not yet specified whether or not we will have beer at this but if we did, we would sell it in a contained area just like that of the WORS Hixon Forest Epic. We are looking into having a food truck or two to provide food for those in attendance.

The entire event is free to everyone (food and beverages would be purchased).

Let me know if you need any more information.

Thank you!

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