

**Brown, Patti**

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**From:** Jeremiah Burish <burish@explorelacrosse.com>  
**Sent:** Tuesday, August 07, 2018 10:05 AM  
**To:** Brown, Patti  
**Subject:** Upper Hixon Trails for Bike Fest

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Hello Patti,

The La Crosse Area Bicycle Festival is looking to utilize Upper Hixon Trails once again this year, just like what was done last year. This is a way we are working to expand our reach to more mountain bike enthusiasts to attract visitors to enjoy the incredible trails in our area while also giving locals another great reason to enjoy the trails through an event. To accomplish this, we are planning a free event on the Friday night of Bike Fest (August 31, 2018) that we are calling Friday Night Lights.

Here is our description of the event:

Get yer duff up the bluff for some fun away from the sun. As night falls, we'll roll out the big guns and light up the pumptrack and Upper Hixon Trail Head for an epic collection of mountain bike games. Participants — young and old — will compete across an array of events like Huffy toss, derby, log pull, and more. When the dust settles, we'll tabulate the results and those with the best results across the board will walk away with fame, glory, and prizes. Expect to be challenged and humbled, but most importantly: you will have a blast. Volunteers will be serving up some food and drinks with free will offerings going directly into the improvement of local trails through the Outdoor Recreation Alliance.

Let me know if you need any more information.

Thank you!

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