



## Get Ready to Hit the Trails for a Cause: Registration Opens for 2nd Annual WinterKids Mountain Mayhem Fundraiser!

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### For Immediate Release

Westbrook, Maine (April 11, 2024) - WinterKids, a non-profit organization focused on helping Maine children develop healthy habits through education and outdoor winter activities, is excited to unveil the return of its highly anticipated fundraiser, the 2nd Annual WinterKids Mountain Mayhem. This exciting 12-hour mountain bike, hiking, and trail running event will take place from 7:00 am – 7:00 pm on June 22, 2024, at Mount Abram in Greenwood, Maine.

WinterKids Mountain Mayhem is an opportunity for outdoor enthusiasts to enjoy the beautiful Maine outdoors while supporting a great cause. Participants can choose to participate in either a 12-hour mountain bike challenge or a 12-hour hike/trail run. The event is open to individuals 14 years old and up, and teams of up to 6 people, of all skill levels.

"We're thrilled to see WinterKids Mountain Mayhem back for its second year," said Parker Swenson, WinterKids Board President. "It's a fantastic way to have fun outdoors while helping kids in our community."

In addition to supporting a great cause, participants in WinterKids Mountain Mayhem can earn incentives, win a variety of prizes, and enjoy food, a special Mountain Mayhem brew courtesy of Orono Brewing Co., live music, and more.

Funds raised will also go back into the local community through our secondary event beneficiaries, [Friends of Mt. Abram](#), [Inland Woods and Trails](#), and [Mt. Abram Ski Club](#), all of whom will be granted a \$1,500 check, a free team at the event, and 50% of the money their teams raise.

Registration for WinterKids Mountain Mayhem is **now open through June 13, 2024**. To learn more or to register, visit [winterkids.org/mountain-mayhem](http://winterkids.org/mountain-mayhem).

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### About WinterKids

WinterKids is a nonprofit organization based in Maine that provides children with opportunities to stay active, healthy, and learn outdoors during the winter months. Since its establishment in 1997, WinterKids has been dedicated to ensuring that hundreds of thousands of children embrace the joy of outdoor winter activities while reaping the numerous physical and mental health benefits they provide. WinterKids' Major Community Sponsor is L.L. Bean. Supporting Sponsors are Agren, Central Maine Power, Harvard Pilgrim Health Care, WEX, Zachau Construction, and WMTW Channel 8 and The CW.

To learn more about WinterKids, please visit [www.winterkids.org](http://www.winterkids.org).