

FOR IMMEDIATE RELEASE

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Local businesses and Mountain Bike/Trail Running enthusiasts rally to support WinterKids at Mt. Abram on June 22nd

WinterKids is thrilled to announce the return of the 2nd Annual Mountain Mayhem, a 12-hour mountain bike and trail running challenge set to take place on June 22, 2024, from 7 a.m. to 7 p.m. at Mt. Abram Bike Park in Greenwood, Maine. This unique event serves as both a physical challenge and a meaningful fundraiser, supporting WinterKids' mission of promoting outdoor activity among children across Maine during the winter season.

The event has garnered significant support from local businesses and sponsors, demonstrating the community's commitment to promoting outdoor recreation and supporting youth health initiatives. Among the key sponsors are Sidecountry Sports, Cape Integrative Health, Orono Brewing Company, Fleet Feet Maine Running, Delta Dental, as well as Acadia Insurance and L.L. Bean, which have signed on as Corporate Teams.

Andrew Dailey, owner of Sidecountry Sports in Rockland, Maine, expressed his enthusiasm for supporting the event as the Presenting Sponsor: "As outdoor enthusiasts ourselves, we're proud to support WinterKids and their efforts to get children outside and active. The Mountain Mayhem event aligns perfectly with our values, and we're excited to be a part of it."

"As both a healthcare professional and a passionate advocate for outdoor recreation, I'm thrilled to see the community come together to support such a worthy cause," said Jen Flynn, Pediatric Nurse Practitioner at Cape Integrative Health in Scarborough (Exclusive Medical Sponsor) and WinterKids Board Member, "WinterKids' initiatives play a crucial role in promoting physical and mental well-being among children, and events like Mountain Mayhem are instrumental in advancing that mission."

In addition to the physical challenge, participants and spectators alike can enjoy refreshments provided by the event's Exclusive Beverage Partner, Orono Brewing Company.

Registration is now open, and WinterKids invites all Mountain Bike and Trail Running enthusiasts to join them for a fun day on the trails to support a great cause! This event is designed to be fun for all ability levels. To learn more and register, [visit WK-MM.org](http://WK-MM.org).

About WinterKids: WinterKids is a nonprofit organization based in Maine that provides children with opportunities to stay active and 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. To learn more, please [visit www.winterkids.org](http://www.winterkids.org).

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.