

May 18, 2016

MEDIA CONTACT:

Amy Andrews Payleitner
(847)361-6238 amy.andrews1@me.com

David Spiegelberg
(262)215.9080; dspiegelberg@hotmail.com

FOR IMMEDIATE RELEASE

**MOUNTAIN BIKE TRAIL SYSTEM GRAND OPENING
TAKE A KID MOUNTAIN BIKING DAY
Silver Lake County Park becomes a regional mountain biking destination**

An official grand opening of the Silver Lake Mountain Bike Trail System will be held at Noon on Saturday, June 4th.

Approximately nine miles of professionally designed, purpose-built mountain bike trails have been built over the past two years in Silver Lake County Park. Construction, labor, and maintenance have been donated by members of the Silver Lake chapter of the Southeastern Wisconsin Trail Alliance (SEWTA) formally known as KORBA. SEWTA is one of the newest official clubs within the International Mountain Bike Association (IMBA).

“Now that spring is finally here, we would love to see more riders discover and take advantage of this world-class trail system right here in our back yard,” said Amy Andrews, president of the SEWTA mountain bike group.

The event will take place at Silver Lake Park, 27000 85th St., Silver Lake, in soccer field parking lot #3. Food and beverages will be provided by prior to the official “chain cutting” event at 1 p.m. by Kenosha County Executive Jim Kreuser. A series of fun rides will follow the official chain-cutting ceremony.

Kenosha County government and the Kenosha County Parks Division have been instrumental in planning and funding the trail project at Silver Lake Park.

“It is a spectacular trail and an excellent addition to Silver Lake Park. People now can have the Kettle Moraine experience here in Kenosha County,” Kreuser said. “We appreciate the hard work and dedication of SEWTA and all of the volunteers who built this trail system.”

In addition to the grand opening event, SEWTA will host young riders, ages 6 to 16, on June 4th for a youth mountain biking event. The ride is part of a nationwide celebration known as *Take a Kid Mountain Biking Day*, supported by the International Mountain Bicycling Association. Guided fun rides and discussion about safety and proper riding techniques will be shared with all participants.

More details about *Take a Kid Mountain Biking Day* and SEWTA can be found at <https://www.facebook.com/KORBAmtb/> Check the SEWTA Facebook page for weather and trail condition updates before traveling to the event. Information about becoming a member of SEWTA IMBA Chapter will be available at the event. Area mountain bikers are encouraged to join IMBA at <https://www.imba.com/civCRM/contribute/transact?reset=1&id=172>.

#