



## FOR IMMEDIATE RELEASE

### **One Track Mind Foundation and Timberland Hills Foundation Partner to Create a New Destination Mountain Bike Trail System at Timberland Hills Recreation Area in Northwestern Wisconsin**

Cumberland, WI (August 2, 2023) – The Timberland Hills Foundation, Inc. (THF) is excited to announce their partnership with One Track Mind (OTM) Foundation, and an expansion of their land-use agreement with Burnett County, to develop a destination-quality single-track mountain bike trail system at Timberland Hills Recreation Area, near Cumberland, Wisconsin. The partnership between OTM and THF will bring at least 25 miles, and potentially more mileage in future phases, of progression-oriented single-track trails to Timberland Hills, a naturally rolling 2,300-acre forest that sits at the intersection of Burnett, Barron and Washburn counties in western Wisconsin only two hours from both the Twin Cities and Duluth.

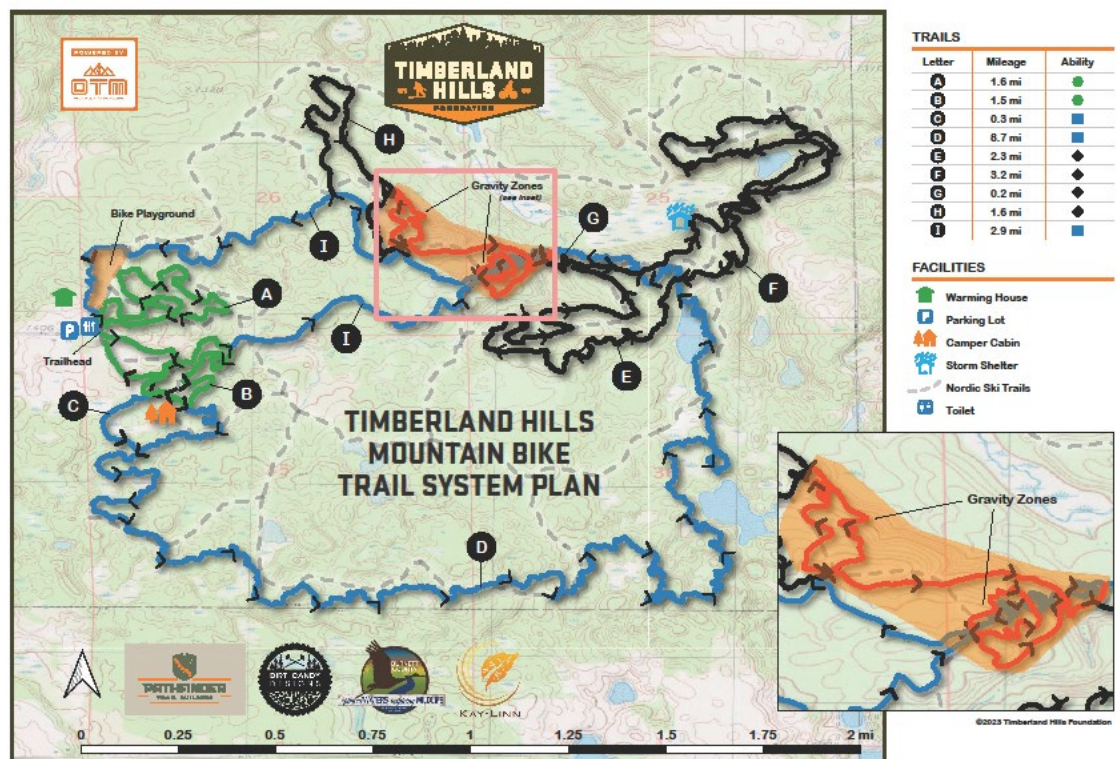
THF is a non-profit organization that fosters outdoor recreation by developing, maintaining, operating and promoting trails at Timberland Hills. THF is an organization that grew out of the Cumberland Area Ski Touring Association (CASTA), an organization founded in 1987 that developed and has maintained cross-country ski trails at Timberland Hills for more than 30 years. As a non-profit creator of singletrack trails, One Track Mind goes beyond being a mere funder, actively facilitating the realization of mountain biking projects across the United States. By providing funding and serving as a catalyst, OTM brings together land managers, trail builders, and local youth, fostering a sense of connection and engagement in the realm of outdoor recreation. Through these collaborative efforts, OTM helps shape the landscape and empower communities to embrace the joy and thrill of singletrack mountain biking.

### **The Trail System**

The looped trail system will feature approximately 4 miles of All Abilities (green) trails, 13 miles of Exploration (blue) trails, and 8 miles of Adventure (black) trails, along with a skills-development Bike Playground near the trailhead and Gravity Zones with exhilarating descents for riders of all abilities. The partnership between OTM and THF ensures that construction of the trail system will be completed over the next three to five years, with a final estimated cost of over \$2 million.

THF and OTM worked with Dirt Candy Design, based in Grand Marais, MN, to develop the initial conceptual trail design, with Kay-Linn Enterprises joining the partnership to manage and further develop the project. The trail system will highlight the Timberland Hills landscape while expanding recreational uses throughout the summer and fall months with a diverse suite of trails that appeal to mountain bikers of all abilities and interests. Our plan is to create:

- **All Abilities Trails:** The best beginner-to-intermediate (green) progression-oriented trails in the region to attract active families and mixed riding groups, setting the stage for instructional programming for school mountain bike teams as well as hosting NICA events.
- **Exploration Trails:** The highest diversity of intermediate (blue) trails in the region, ranging from light touch narrow singletrack and longer distance backcountry loops to flow trails with nearly 1-mile descents.
- **Adventure Trails:** Advanced (black) trails that push the body and mind with challenges and rewards that high-level riders will love, from perched and narrow trails, to steep climbs and descents, to features such as drops, jumps and rocks.
- **Gravity Zones:** Multiple gravity-based hubs or zones (red) with runs downhill ranging in length from a quarter to a third of a mile with continuous features linked together such as low-to-ground ladder bridges, a gravity-oriented pump track, dual slalom, drop zone, and beginner to intermediate jump line, all of which encourage group riding, skills mastery, and friendly competition.
- **Bike Playground:** A fun bike-park experience near the trailhead that helps riders of all abilities further develop their balance, handling and other riding skills, with instructional space to help riders build confidence and spectate with their friends.



OTM has partnered with Pathfinder Builders and Dirt Candy Design to build the first phase of the project this summer and fall, from early August through early November. Phase 1 will include the All-Abilities trails, the Blue connector to the Gravity Zones, and the northeastern Advanced loop. Construction in future phases will take place in late summer and fall 2024, 2025 and 2026, with the potential for additional trails in later phases.

Thanks to amazing collaboration and seed support from OTM, along with future support from THF donors and the community, Timberland Hills—already home to a beloved cross country ski trail system and a beautiful segment of the Ice Age Trail—will become a unique year-round recreational destination with an incredible modern single-track riding experience. “We don’t often get to support the development an entire mountain bike trail system from scratch on a canvas as extraordinary as Timberland Hills, with its rolling topography, hardwood expanses and natural lake-country beauty,” said Tracy Paradise, CEO and President of OTM. “This trail system will be a true destination for all riders, abilities and anyone who just loves to be on their two wheels.”

“We’re ecstatic to partner with One Track Mind on the next chapter for Timberland Hills,” said Erik Lindseth, a THF director who is leading the Mountain Bike Trail project. “We have long imagined mountain bike trails at Timberland Hills, but OTM’s support helps make it a reality.” Louis Muench, President of THF, added, “Our collaboration with OTM, Burnett County, and the trail designers and builders allows us to build upon our legacy of winter skiing to create an outstanding year-round outdoor recreation area for all.”

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#### **Media Contacts/Information:**

##### **Timberland Hills Foundation:**

Louis Muench, President, [louken83@yahoo.com](mailto:louken83@yahoo.com)

Todd Sandman, Treasurer, [toddsand1112@gmail.com](mailto:toddsand1112@gmail.com)

Erik Lindseth, Director, [lindseth.erik@gmail.com](mailto:lindseth.erik@gmail.com)

**About Timberland Hills Foundation (THF):** Timberland Hills Foundation, Inc. is a non-profit organization that fosters outdoor recreation by developing, maintaining, operating and promoting trails at Timberland Hills, a forested recreation area of more than 2000 acres at the intersection of Burnett, Barron and Washburn counties in northwestern Wisconsin. THF’s trails include 30 kilometers of cross-country ski trails groomed for both classic and skate skiing, along with fat biking, skijoring, and snowshoeing. THF’s trails are used in summer and fall for cross-country and trail running, horseback riding and hiking, including a segment of the National Scenic Ice Age Trail. THF is currently developing at least 25 miles of single-track mountain bike trails in a progressive trail system to cater to riders of all abilities. THF grew out of the Cumberland Area Ski Touring Association (CASTA), an organization founded in 1987 that developed and has maintained the cross-country ski trails at Timberland Hills for more than 30 years. THF has applied to the Internal Revenue Service for recognition as a tax-exempt 501(c)(3) charitable organization. To contribute to THF, including the Mountain Bike Trail Project, please contact Todd Sandman, THF Treasurer, at [toddsand1112@gmail.com](mailto:toddsand1112@gmail.com). For more information on Timberland Hills, please visit <http://timberlandhills.com/>.

**One Track Mind Foundation:**

Tracy Paradise, [tracy@onetrackmind.org](mailto:tracy@onetrackmind.org)

**About One Track Mind (OTM) Foundation** - Youth, Nature, Exercise and Education

Tracy Paradise has made a significant impact in the mountain bike industry as the President, CEO, and Founder of One Track Mind. Since its inception in 2017, the One Track Mind Foundation, a 501(c)(3) non-profit organization, has been instrumental in propelling the sport of mountain biking forward. It collaborates with local partners to fund, design, create, and maintain mountain biking trails, benefiting communities, landowners, and outdoor enthusiasts alike. A cornerstone of the foundation's mission is to foster a love for the sport among youth and provide opportunities for them to gain valuable life skills through paid involvement in trail building and maintenance. Committed to offering terrain suitable for all, One Track Mind caters to every level of enthusiast, from absolute novices to professional cross-country racers and free-riders. Visit <https://onetrackmind.org> for more information.

**Burnett County—Forest and Parks**

Jason (Jake) Nichols, Forest Administrator, [Jason.nichols@burnettcountywi.gov](mailto:Jason.nichols@burnettcountywi.gov)

Susan (Susie) Tollander, Recreation Coordinator, [susan.tollander@burnettcountywi.gov](mailto:susan.tollander@burnettcountywi.gov)

Burnett County owns the Timberland Hills forest, managing it for multiple uses including timber harvesting and seasonal recreational uses such as skiing, hiking, running, biking, horseback riding and hunting. In its Outdoor Recreation Plan for 2021-2025, Burnett County has identified mountain biking as a recreational activity that should be expanded to meet increasing popular demand, supporting the regional community through promotion of healthy outdoor lifestyles, including for youth, and increased tourism which is an important part of the County's economy. The County supports the Mountain Bike Trail project through a no-cost land use agreement as well as staff assistance.