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FOR IMMEDIATE RELEASE (Mount Horeb, WI—Feb. 10, 2016, National Flannel Day)

## MOUNT HOREB LANDS ANNUAL STIHL LUMBERJACK COMPETITION JUNE 11-12

Mount Horeb has long been known for trolls, Norwegian lore and its popular Summer Frolic festival, but this quirky village of 7,000 people has made the cut for a new event that's sure to attract a crowd. The 2016 STIHL TIMBERSPORTS Midwest Professional Qualifier will bring its lumberjack athletes to town on Saturday, June 11, and Sunday, June 12, to coincide with the Frolic, the village's annual summer kickoff festival. The competition will feature the country's top Midwestern professional lumberjack athletes vying for an opportunity to advance to the U.S. Pro Championship on July 15–16 at the Tinley Park Convention Center in suburban Chicago.

The athletes will go head-to-head in four disciplines: One Man Buck, STIHL Stock Saw, Standing Chop, and Underhand Chop. The top five professionals will advance to the U.S. Championship to compete for the professional title and earn a spot in the 2016 STIHL® TIMBERSPORTS® World Championship. The country's top Mid-Western lumberjack professional athletes will be announced at a later date. The STIHL competition and other Mount Horeb Summer Frolic events will be held at Grundahl Park, 401 Blue Mounds St.

Mount Horeb is home to Duluth Trading Company, which has partnered with Stihl Timbersports since 2013," Chamber Executive Director Melissa Theisen said. "the whole town is buzzing because we're hosting this competition — it's a perfect fit for our town as well as for the Summer Frolic. And maybe in their downtime, I've asked the lumberjacks if they could carve up some trolls too!"

The announcement comes on National Flannel Day (Wednesday, Feb. 10), as Mount Horeb gears up for its Frolic theme, "Frolic in Flannel." Residents and local businesspeople are encouraged to wear flannel, with other fun activities related to the theme as the event draws near. Follow #FrolicInFlannel on social media for updates.

For more information about the Stihl Timbersports Midwest Professional Qualifier and other Mount Horeb events, follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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The nonprofit MHACC promotes the economic well-being of more than 250 member businesses while demonstrating how Mount Horeb as a great place to live, work and visit. MHACC creates opportunities for meaningful business connections within its member base and encourages economic growth; serves as the area's tourism bureau; and is the go-to resource for businesses, residents and tourists on local matters. Learn more at [trollway.com](http://trollway.com). The Summer Frolic is a nonprofit organization that presents the annual Summer Frolic. All festival proceeds go toward community parks and recreation programs.

Visit [mthorebsummerfrolic.com](http://mthorebsummerfrolic.com) for more information.



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