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## World championship snowshoe races coming to Wisconsin

*Athletes and spectators from around the world expected to attend four-day event in Calumet County*

**MADISON, WI. DEC. 9, 2025** – Wisconsin will be making its debut as host to more than a thousand snowshoe enthusiasts from across the globe when a world champion snowshoe race meets in Calumet County later this month.

The World Snowshoe Championships, U.S. Nationals Snowshoe Championships, and Open Championships will be held on Dec. 18-21 at the Ariens Nordic Center in Brillion, and organizers are excited about bringing the competition to a new audience in Wisconsin.

"The Ariens Nordic Center truly is a remarkable venue, and we're so excited to see the U.S. and World Snowshoe Championships come to such a welcoming community," said Matthew Dougherty, executive director of North Country Sports Council. "Wisconsin and Brillion are opening up their arms to the world, and this event will bring wonderful energy and opportunity to the area while inspiring future generations of athletes."

The Wisconsin Economic Development Corporation is partnering with The Ariens Sports & Entertainment Foundation Inc. and North Country Sports Council to support the event with a \$110,000 Opportunity Attraction Fund grant. The grant program supports high-profile community events aimed at attracting new residents to Wisconsin.

"We all know Wisconsin is a fabulous place to live, work, and play. The Opportunity Attraction Fund gives us the ability to compete for events that show others what amazing place Wisconsin is," said Sam Ridders, deputy secretary and chief operating officer of the Wisconsin Economic Development Corporation (WEDC), the state's lead economic development agency. "These snowshoe races will help put Wisconsin and the Ariens Nordic Center on the map as one of the state's premier winter sports destinations."

The races are expected to draw 500 participants, and an estimated 500 to 1,000 spectators, according to the North Country Sports Council.

The total economic impact is estimated to be \$1.24 million.

"The World Snowshoe Championships at Ariens Nordic Center help put Calumet County on the map as a premier winter destination," said Monica Ariens, managing director of the Ariens Nordic Center. "This event celebrates the thrill of competition while inviting visitors from around the globe to experience our world-class venue, scenic landscapes, and vibrant winter culture, which will drive tourism and inspire a love for snow sports."

**LOOK FORWARD ➤**

The World Snowshoe Championships — which have been held annually since 2006 — have previously been held in Austria, Canada, Japan, Italy, Sweden, Spain, Argentina, and New York. This is the first time Wisconsin has hosted the championships.

Created by the Legislature in 2023, the Opportunity Attraction Fund allows Wisconsin to attract opportunities and events that draw national attention and drive economic development and visitors to Wisconsin.

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The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network. Visit [wedc.org](https://wedc.org) or follow WEDC on Twitter @WEDCNews to learn more.