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Wisconsin Bike Fed's 2025 Ride Across Wisconsin Event Provides Fresh Views and Experiences for Bicyclists

MILWAUKEE – The Wisconsin Bike Fed is thrilled to announce that registration is open for the 10th Annual Ride Across Wisconsin (RAW) taking place on July 12, 2025.

This milestone ride, the Bike Fed's largest fundraiser of the year, will both start and finish at scenic Phoenix Park in downtown Eau Claire, WI. Cyclists from across Wisconsin, the U.S., and around the world are invited to participate in this unforgettable ride. Two route options are available: a 180-mile journey or a 100-mile ride, both featuring full-service support from Wheel & Sprocket, Compass Bike Lab, Spring Street Sports, Stache Bike & Adventure, and Erik's of Eau Claire.

To celebrate the 10th anniversary, "Founders" from the inaugural RAW event have been invited to lead out this year's ride.

Along the way, riders will enjoy incredible rest stops, including a working farm at Together Farms, the iconic Leinie Lodge, and the historic Dells Mill — one of Wisconsin's top photo destinations. Tasty snacks along the route include Ellsworth Cooperative Creamery cheese curds, meat sticks from Icon Meats and Menomonie Market Food Co-op, and Conagra Swiss Miss pudding cups, among others.

The main course rolls south of Eau Claire, through the scenic hills of Northern Buffalo and Trempealeau County, then swings back through Eau Claire County, where riders can opt to shorten their ride to 100 miles. From there, the route winds through Chippewa and Dunn Counties before returning to Eau Claire. (Route maps are posted on our website but may be subject to change.)

RAW also offers a fun 13.5-mile family ride exploring Eau Claire, affectionately known as the "City of Bridges." This special route crosses ten bridges (eight of them bike/pedestrian-only), meanders through five city parks, travels through two tunnels, and offers countless beautiful sights along the way.

Riders can elevate their experience with a full VIP package, which includes RAW gear, two nights of lodging in Eau Claire, a family meal, and entry into a drawing for a Trek Domane SL7 Gen 4.

After finishing at Phoenix Park, riders will be greeted with an epic finish line celebration to cap off their accomplishment.

“Cycling around Eau Claire offers a scenic and enjoyable experience, with a mix of well-maintained roads, trails, and picturesque views,” said Heather Rainer, Bike Fed Event Manager. “The city’s lush forests, rolling hills, and rivers create the perfect backdrop for cyclists.”

For additional inspiration, check out the [RAW video produced by Volume One](#).

Participating in RAW is a fantastic way to experience the beauty of Wisconsin, connect with the cycling community, and challenge riders — all while supporting a great cause. Proceeds from RAW help fund the Wisconsin Bike Fed’s work to improve bike infrastructure, promote rider safety, and advocate for bike-friendly policies across the state.

Businesses and communities interested in supporting RAW or sponsoring riders can contact Event Manager Heather Rainer at heather@wisconsinbikefed.org.

As always, RAW promises to be fun, epic, and hard - but worth it.

Details about Ride Across Wisconsin routes, registration, and support are available at www.RideAcrossWisconsin.com. Bike Fed supporters are eligible for a registration discount.

About the Wisconsin Bike Fed

The Bicycle Federation of Wisconsin Educational Foundation, Inc. (AKA Wisconsin Bike Fed) was established as a 501(c)3 non-profit organization in 1988 to cultivate, motivate, and unite residents, communities, businesses, and political leaders to move bicycling forward in Wisconsin through education, legislation, and involvement. For 37 years the Bike Fed has been the only statewide organization that advocates for better bicycling for everyone who rides a bike in Wisconsin:

- Advocate for cycling - including encouragement for the governor to include transportation access and environmental concerns in the proposed 2023-24 biennial budget.
- Provide programs to make bicycling safer and more accessible across the state - particularly in the state’s most populous urban communities of Milwaukee and Madison.
- Promote Wisconsin as an economic engine for cycling - highlighting scenic trails and emphasizing the many large and small businesses that support bicycling as direct producers, repairers, or vendors of bikes and related accessories, as well as the hospitality industry that benefits from cycling. According to the most recent impact study released by the governor’s office in 2020, consumers spent \$1.42 billion in 2017 on direct bicycle-related expenditures, bringing funds into our businesses and state budget.

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