

## FOR IMMEDIATE RELEASE

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### ***Record Number of Teams Set to Compete at Skijor Skowhegan***

*Skowhegan, Maine* — Somerset SnowFest, sponsored by Hight Family of Dealerships, will conclude Saturday, February 21, 2026, with the 7th annual Skijor Skowhegan, Maine's premier equestrian skijoring event, starting at 11 a.m. at the Skowhegan State Fairgrounds. This year marks a major milestone, with the largest number of teams ever registered at any Maine skijoring competition.

Skijor Skowhegan will cap a full week of winter celebrations as part of the annual Somerset SnowFest, coordinated by Main Street Skowhegan and Lake George Regional Park, which showcases the region as an outdoor recreation hub, encouraging participants to get outside, stay active, and experience central Maine at the height of winter.

"SnowFest has become a signature winter tradition for our region and a powerful example of how outdoor recreation activates our community year-round," said Kristina Cannon, President and CEO of Main Street Skowhegan. "We're thrilled to finish the week strong with skijoring, one of our most unique, entertaining, and impactful events."

Skijoring is an exciting winter sport that pairs a horse and rider with a skier or snowboarder, who is pulled at speed down a snow-packed course lined with jumps, gates, and obstacles. This year's event will be the largest to date, with 59 teams competing for cash prizes. Off the course, attendees can gather at the Baxter Beer Garden, presented by Baxter Brewing Co., while prize purses underwritten by Franklin Savings Bank raise the stakes for competitors and amplify the excitement that defines the event.

Each year, Skijor Skowhegan draws thousands of spectators from across Maine and beyond, driving traffic to local businesses and reinforcing Main Street Skowhegan's broader economic development efforts, which generate more than \$455,000 in annual visitor spending through events.

"SnowFest attracts visitors from all over," said Kylie Brown, owner of Thrifty Chic Boutique. "We greet people from as far away as Connecticut and New York who come up to discover all the wonderful things happening in Skowhegan. The weekend of Skijor Skowhegan makes a big impact—I see my revenue double, or even triple during that time. It's an incredible boost for local retailers."

Somerset SnowFest kicked off last Saturday with the opening event, "Fun at Lake George," sponsored by Redington-Fairview General Hospital, delivering a full day of winter adventure, featuring a box-sled race, ice fishing derby, and the annual Ice Hole World Championships.

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The momentum continued through the week with free activities, including downhill skiing at Titcomb Mountain in partnership with Somerset Public Health's Move More Kids Program, sleigh rides in Coburn Park, and a cross-country ski clinic with Maine Huts and Trails.

Festivities on Friday, February 20, include the Skijor Pre-Party at Old Mill Pub (5 p.m.), presented by Baxter Brewing Co., featuring live music and a specialty beer-infused menu. The evening continues at Unwined (5–9 p.m., 151 Water Street) featuring an ice luge, ice shot glasses, and an outdoor fire pit for gathering and warming up.

"SnowFest is one of my favorite weeks of the year," said Cannon. "It captures exactly who we are as a community—bold, tough, and innovative. Being the first to bring skijoring to Maine helped put Skowhegan on the map, and the energy keeps building every year."

For full schedule of Somerset SnowFest events, visit <https://sometersnowfest.org/>

For information specifically about Skijor Skowhegan, visit <https://sometersnowfest.org/skijor-skowhegan/>

## **ABOUT MAIN STREET SKOWHEGAN**

Main Street Skowhegan (MSS) is a 501(c)(3) nonprofit dedicated to revitalizing Skowhegan while fostering long-term economic growth for the region. MSS leads programs and initiatives that strengthen entrepreneurship, workforce development, outdoor recreation, and community engagement. By supporting innovation and small business growth, Main Street Skowhegan works to build a thriving rural economy in central Maine.