

The 28th annual **Iceman Cometh Challenge** is taking place this weekend, and Meijer is pleased to be a sponsor.

The 30-mile point-to-point cross-country mountain bike race travels from downtown Kalkaska to Traverse City. The **Meijer Slush Cup and Sno-Cone** events will add an 8-mile course for novice riders, as well as a race for children, ages 10 and younger.

An estimated 12,000 spectators are expected to line the courses to catch all the biking action.

<https://meijercommunity.com/2017-11-02-Meijer-Sponsors-30-Mile-Mountain-Bike-Race>