

FOR IMMEDIATE RELEASE

41st Annual Tour Da Lake Returns June 20 – Registration Open, Volunteers Needed

Lake Gogebic, MI –

Cyclists, outdoor enthusiasts, families, and community supporters are invited to participate in the 41st Annual Tour Da Lake on Saturday, June 20, 2026. This long-standing Upper Peninsula tradition offers participants the opportunity to experience the scenic beauty of Lake Gogebic while enjoying a day of fitness, fun, and community spirit.

Tour Da Lake is a non-competitive, family-friendly cycling event that welcomes riders of all ages and ability levels. Participants may choose to complete the full 39-mile loop around Michigan's largest inland lake or enjoy shorter route options at their own pace.

"This event is truly about community—bringing together people of all ages to enjoy the outdoors, promote wellness, and celebrate everything that makes Lake Gogebic special," said Mary Beth DeFazio, event organizer. "Whether you're riding, volunteering, supporting a water stop, or joining us for the festivities, we invite everyone to be part of this special day."

For the first time, the event will both begin and end at AJ's Lodge and Oven in Bergland. Registration and check-in will open at 10:00 a.m. EST, with riders departing at noon.

Along the route, participants will enjoy beautiful lake views, designated water stops, and the hospitality of local businesses and volunteers.

The Lake Gogebic Fireflies will host a bake sale at the Gogebic County Park, providing riders and spectators with homemade treats while supporting local community initiatives.

Following the ride, participants and guests are invited to celebrate at AJ's Lodge and Oven with lakeside dining, specials, and live entertainment throughout the afternoon and evening:

- Max Benitz – 3:00 p.m.
- Michael Grayson & Scott LaRoc with the 519 Band – 7:00 p.m.

LAKE GOGEBIC
41ST ANNUAL

TOUR DA LAKE

SAT JUNE 20

REGISTER ONLINE
AJSLODGEANDOVEN.COM

BEFORE JUNE 12TH
ADULT: \$30 INCLUDING A T-SHIRT
YOUTH: \$20 INCLUDING A T-SHIRT

AFTER JUNE 12TH
\$35 INCLUDING A T-SHIRT

RIDE BEGINS AT AJ'S LODGE & OVEN AT NOON. EST. CHECK IN STARTS TWO HOURS EARLIER

EMAIL:
GUESTSERVICES@AJSLODGEANDOVEN.COM

Tour Da Lake 2026 Highlights

- Ride options for all experience levels
- Scenic water and rest stops around Lake Gogebic
- Commemorative event T-shirt included with registration
- Post-ride celebration featuring food, music, and lakeside fun
- Opportunities to connect with cyclists from across the Midwest

Registration Information

Online registration is now open at www.ajslodgeandoven.com.

Early Bird Registration (through June 13): \$30

Registration after June 13: \$35

Volunteers Needed

Organizers are currently seeking volunteers, businesses, organizations, families, and community groups to host water stops around the lake. All supplies will be provided, and event staff will coordinate delivery and pickup, making it an easy and rewarding way to support participants and showcase community pride.

Event Details

Date: Saturday, June 20, 2026

Location: AJ's Lodge and Oven, Bergland, Michigan

Check-In Opens: 10:00 a.m. EST

Ride Begins: 12:00 p.m. EST

Participants are encouraged to register early and help spread the word by sharing event information with friends, family members, coworkers, and fellow cycling enthusiasts.

For more information, registration details, sponsorship opportunities, or volunteer information, please contact:

Media Contact:

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AJ's Lodge and Oven

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