



## **Yukon Quest Looks to Garner Support for Last 10% of Race Expenses**

**January 19, 2010 (Whitehorse, Yukon & Fairbanks, Alaska)** – The Yukon Quest is working on a final drive to increase revenues for this year’s race. The advertised purse of \$150,000 will not change, but race expenses are being carefully reviewed.

This last minute call for support is one of many fund raising activities that have been undertaken by the Yukon Quest this year in order to make up the decrease in sponsorship and rising race expenses. A concert in Whitehorse will take place on start day February 6th featuring Valdy, an exciting new online auction, online advertising and new opportunities to capitalize on the increased web and social media exposure are being offered.

“The economy has impacted many events this year and the Yukon Quest has been fortunate to have many loyal sponsors. It has not been unscathed though, by a decrease in spending by businesses,” said Wendy Morrison, Executive Director of the Yukon Quest International Association Canada. “This year, even small sponsorships, advertising purchases and cash contributions will make a difference.”

“We have an amazing line up this year and the race is predicted to be an exciting one,” stated Marti Steury, Executive Director of Yukon Quest Ltd Alaska. “The support that we receive is outstanding and this year, we just need a little more. We are proud that the purse has not been impacted but also want to ensure that we run a smooth professional race for the mushers.”

Individuals and businesses wanting to show support can do so by contacting either the Yukon Quest office in Whitehorse at 867-668-4711 or in Fairbanks at 907-452-7954. They can also visit [www.yukonquest.com/site/support-the-yukon-quest/](http://www.yukonquest.com/site/support-the-yukon-quest/)

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Please visit [www.yukonquest.com](http://www.yukonquest.com) for up-to-date information and news on the Yukon Quest. Media interested in covering the 2010 Yukon Quest are invited to register for accreditation by visiting <http://www.yukonquest.com/site/media-accreditation/>

-30-

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