



## **Yukon Quest Announces Official Starter Program & Finish Bib Sponsorship**

**January 22, 2010 (Fairbanks, Alaska // Whitehorse, Yukon)** - The Yukon Quest is pleased to announce a new way for fans to connect with their favorite Yukon Quest mushers.

The “Official Starter” program will allow fans to bid on the chance to receive an official starters package, which consists of the following:

- One ticket to the Start Banquet to join your musher’s table.
- Access Pass to the staging area pre-race to watch (help) your musher prepare.
- Ride to the start line with your musher (Either on the runners or a volunteer snow machine).
- Autographed poster signed by your musher.
- Picture at start line holding sled with your musher in the start chute.
- Name read by announcer at Start.

Bidding is now open on [yukonquest.com](http://yukonquest.com) and will continue until February 1 at 12 p.m. PST. The minimum bid is \$100 and bid increases are in increments of \$25. Full auction details are available at <http://www.yukonquest.com/site/auction/> and bids will be updated on this page four times daily.

“We’re thrilled to have so many mushers participating in this program,” said Marti Steury, Executive Director of the Yukon Quest International Limited (Alaska). “This new program is great for fans and we hope to make this an annual auction.”

Fans can bid on Official Starter packages with the following mushers:

Ken Anderson	Peter Fleck	Hugh Neff
Cindy Barrand	Hans Gatt	Jen Raffaelli
Normand Casavant	Kelly Griffin	Brent Sass
Josh Cadzow	Jocelyn LeBlanc	Ramey Smyth
Dave Dalton	Jason Mackey	Zack Steer
Katie Davis	Lance Mackey	Abbie West
Sam Deltour		

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Individuals and businesses can also have their name of the bib of a musher as they cross the finish line in Whitehorse. A \$500 sponsorship provides businesses with their name on the front and back of a musher’s bib.

Sponsors will get a specific bib number assigned rather than a specific musher. Mushers will draw their bib number at the Start Banquet in Fairbanks on Feb. 3.

More information on the complete benefits can be found at <http://www.yukonquest.com/site/bib/> . To become a sponsor, fill out the form online or contact Wendy Morrison, Executive Director by email at [yukonquest@polarcom.com](mailto:yukonquest@polarcom.com) or by phone at 867-668-4711.

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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-

For more information, contact:

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