



Media Release

Yukon Quest Announces Minimum Purse of \$150,000

July 28, 2010 (Fairbanks, Alaska & Whitehorse, Yukon) – The Boards of Directors of the Yukon Quest International Sled Dog Race are pleased to announce a minimum \$150,000 USD purse for the 2011 race.

“We are happy to be able to announce the guaranteed purse of \$150,000,” said Al Doherty, Yukon Board President. “Planning began early this year to allow the Boards to commit to a minimum purse before opening day of signups.” Doherty goes on to say that to meet the purse, along with escalating operating costs, the Yukon Quest needs continued and new support to put on a great race in 2011.

Sponsor solicitation continues and Board and staff continue their work to meet fundraising targets for 2011.

“Hans Oettli is returning as Race Marshal after a superb race in 2010 and now we have committed to a significant purse,” said Marti Steury, Executive Director in Alaska. “We’re looking forward to an excellent field of mushers putting on a great race in 2011 as we prove yet again why the Yukon Quest is one of the world’s premier sled dog races.”

The plan of the Boards is to make the purse announcement before Opening Day sign-up - Saturday, August 7th. Mushers can sign up in person on that day either at the Log Cabin in Fairbanks from 2 – 4 pm or at the White Pass Depot in Whitehorse from 3 – 5 pm. There will be an incentive draw held on August 13th for all mushers officially entered on or before Opening Day with the winner receiving a prize of \$1,000 USD.

-30-

For more information, contact:

Pixie Ingram

p) 867-456-7483

communications@outsidethecube.ca

ALASKA

550 First Ave, Fairbanks, AK 99701
Phone: 907.452.7954 Fax: 907.452.7959
Email: yukonquest@mosquitonet.com



YUKON

#2 – 1109 First Ave. Whitehorse, YT Y1A 5G4
Phone: 867.668.4711 Fax: 867.668.6674
Email: questadmin@polarcom.com