



Media Release

Air North, Yukon's Airline, Official Sponsor of 2011 Yukon Quest Fest in Whitehorse

October 12, 2010 (Whitehorse, Yukon) – The Yukon Quest International Sled Dog Race announced an expanded partnership with Air North, Yukon's Airline today. Air North will be the Official Sponsor of the 2011 Yukon Quest Fest in Whitehorse.

“Air North, Yukon's Airline is excited to not only continue our relationship with the Yukon Quest but to take a more prominent role as the official sponsor of Quest Fest!” said Debra Ryan, Air North's Director of Marketing.

Quest Fest is a vibrant, week-long celebration running during the Yukon Quest start week that attracts locals and visitors. This annual festival features film screenings, merchandising, race information, volunteer sign-up, an opportunity to purchase banquet and raffle tickets and serves as a welcome centre where staff, volunteers and visitors can connect.

With their head office located in Whitehorse, Air North connects the Yukon's capital city to 3 major gateway cities via Boeing 737 non-stop service between Whitehorse and Vancouver, British Columbia daily; and direct service between Whitehorse, Calgary and Edmonton, Alberta year-round. Hawker Siddeley 748 turbo prop scheduled service is offered between Whitehorse and Dawson City and Old Crow, Yukon as well as Inuvik, Northwest Territories and Fairbanks, Alaska (seasonal).

“Air North, Yukon's Airline, has been a valued supporter and sponsor for many years,” said Georgina Leslie, Executive Director of the Yukon Quest International Association (Canada). “We are happy to have the opportunity to expand the partnership this year.”

“Through meaningful sponsorship, Air North is proud to be part of *Yukon Spirit In Action*.” said Debra Ryan, Air North's Director of Marketing. “The Yukon Quest is an event proven to attract both international attention and one with home grown roots instilling a strong source of pride and celebration of our northern lifestyle for many Yukoners. We are delighted to be the official airline for this great race.”

Air North, was founded on February 1, 1977. It is owned by Joseph T. Sparling, the Vuntut Development Corporation and almost 1300 Yukon Class C & Class D Shareholders. Air North is dedicated to the provision of reliable business service and

understands the importance that travelers place on air travel that is safe, convenient and affordable. Air North contributes over 20 million dollars to the Yukon economy annually. The company is one of the largest private sector employers in the Yukon with over 200 full and part time employees.

Please visit www.yukonquest.com for up-to-date information and news on the Yukon Quest. The 2011 Yukon Quest starts February 5th in Whitehorse, Yukon.

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