



MEDIA RELEASE

Media Accreditation Reminder for the 2011 Yukon Quest

January 5, 2011 (Whitehorse, Yukon & Fairbanks, Alaska) – The Yukon Quest International Sled Dog Race would like to remind all media to become accredited for the 2011 Yukon Quest before January 22, 2011.

Media accreditation is required for all media attending the race and provides access to media zones at the race checkpoints. At most race checkpoints, a media centre is setup with Internet access so stories can be filed from the trail. A media guide with complete checkpoint details is currently being updated and will be available to accredited media online at <http://yukonquest.com/site/media-kit/>. It will also be handed out at media briefings prior to the race start in Whitehorse.

Media not attending the race will also benefit from daily race updates distributed to the accredited media list. If you cannot attend the Yukon Quest in person, but would like to schedule call-ins from the race, require photos or footage for broadcast updates, please let us know in advance. All accredited media will receive regular releases from the trail and additional info can be provided upon request.

Due to limited space, accredited media who wish to attend either the start or finish banquet must purchase tickets. Start Banquet tickets are available by calling the Whitehorse office at (867) 668-4711. Finish Banquet tickets are available by calling the Fairbanks office at (907) 452-7954. Please note that ticket supplies are limited and the banquet generally sells out, so please secure your tickets as soon as possible.

The media accreditation form can be found online at <http://www.yukonquest.com/site/media-accreditation/>

To-date, 29 mushers have signed up for what promises to be an exciting race.

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.

-30-

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



For more information, contact:

Pixie Ingram

Tel: (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