



MEDIA RELEASE

Yukon Quest puts on final push to raise funds for 2011 race!

January 10th, 2011 (Fairbanks, Alaska) Organizers on both sides of the border are putting on a final push to secure funds to support the 2011 race. “We are in a strong position with the return of many of our long time sponsors and the addition of a number of new sponsors,” stated Marti Steury Executive Director of the Alaskan Yukon Quest office. “An international race is an expensive proposition so we still need to secure as much as we can to ensure we provide mushers, their dog teams, volunteers and fans with the best experience and race possible.”

Fairbanks-

One of the most anticipated events is The Crab Feed Fundraiser which will take place on Sunday, January 16th from 3:00 p.m. to 8:00 p.m. at Pioneer Park in Fairbanks, Alaska. The Crab Feed is a fan and family favorite. With advance tickets, fans will be able to beat the crowd and start their feast at 3:00pm. Tickets are available in advance at the Yukon Quest Store in Fairbanks or by calling 907-452-7954. Tickets will also be available at the door and general admission will begin at 4:30 pm. Tickets are \$35 for adults, \$30 for military and students and \$15 for children under 12.

In addition the Yukon Quest will be having their first “Purse Party” for those 21 years of age and older on Saturday January 22nd at 6:00 pm at the Dog Mushers Hall on Farmer’s Loop Road in Fairbanks, Alaska. Hobo Jim “Alaska’s Official Balladeer” will be rockin’ the joint and new sponsor Alaskan Brewing Co. will be providing the libations. Entrance is \$20 which includes a limited edition 2011 Yukon Quest/Alaskan Brewing Co glass. All proceeds will go directly to the purse.

Whitehorse-

“The Starter Program, bib sponsorships and the raffle are all still going strong and are an opportunity for individuals and businesses to be part of the race,” said Georgina Leslie, Executive Director of the Yukon office. “There is something for everyone!”

In its second year the Yukon Quest Official Starter Program allows fans the opportunity to become the “Official Starter” for their favorite musher through a bidding process of an online auction on the Yukon Quest website. Initiated by the mushers to help raise funds for the purse this highly popular program will allow fans an up close and personal experience of the race. Bidding starts at \$100.00 and benefits include a ticket to the start banquet to join the musher, an exclusive “backstage” pass in the dog yard, a ride to the start line and other great benefits.

A raffle is taking place in the Yukon with a new 2008 Yamaha FX Nytro R-TX as the grand prize as well as two return tickets from Air North and two Canada Goose jackets. Tickets are only \$40 and only 750 have been printed- to purchase tickets call the Yukon office at 867-668-4711. The draw will take place on February 3rd at the start banquet.

One of the prime opportunities for exposure - bib sponsorship - is still available for both the start and the finish. Your name will be seen and photographed while the musher is making final preparations to take off or while fans and media watch them coming into the finish chute. They are available by calling either the Whitehorse office for start bibs or the Fairbanks office for finish bibs.

ALASKA

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For more information about the 2011 Yukon Quest race and events, please visit www.yukonquest.com. The 2011 Yukon Quest begins in Whitehorse on February 5th in Whitehorse.

For more information about the Yukon Quest race and events, contact:

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