



MEDIA RELEASE

2011 Yukon Quest Starter Program Challenge to Yukon MLAs

January 31, 2011 (Whitehorse, Yukon & Fairbanks, Alaska) – This past week, Whitehorse Centre Member of the Legislative Assembly and New Democratic party Leader Elizabeth Hanson issued a challenge to her fellow MLAs to help support the Yukon Quest by bidding on the Official Starter Program.

The Yukon Quest Official Starter Program allows fans the opportunity to become the “Official Starter” for their favourite musher through the bidding process of our online auction on the Yukon Quest website.

The 2011 Starter Program Auction deadline has been extended until Wednesday, February 2nd at 5:00 p.m. P.S.T. There are 25 mushers to bid on.

The 2010 Yukon Quest marked the pilot year of the “Official Starter Program”, which was created in response to the Yukon Quest Finisher’s Club’s desire to actively participate in raising funds to increase the race purse.

Sixteen mushers participated in this test program in 2010 and it was very well received by Starters and mushers alike. Race fans from around the world bid on the chance to have special access to their favourite musher and be a part of pre-race activities.

The “Official Starter” package consists of a ticket to the Start Banquet to join their musher’s table, a Special-Access Pass to the pre-race staging area, a ride to the start line with their musher, an autographed poster signed by their musher and a photo of the bidder and their musher. Bidding starts at \$100 US. All the bidding details are available online at <http://www.yukonquest.com/site/starterprogram>.

Please visit www.yukonquest.com for information about the Yukon Quest. The 2011 Yukon Quest starts at 11am Saturday, February 5th at Shipyards Park in Whitehorse, Yukon.

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