



## **MEDIA RELEASE**

### **Yukon Quest Announces Minimum Purse of \$150,000**

**August 5, 2009 (Fairbanks, Alaska)** - The Board of Directors in both Alaska and the Yukon of the Yukon Quest International Sled Dog Race are pleased to announce a minimum \$150,000 USD purse for the 2010 race.

“We are thrilled to be able to announce a guaranteed minimum purse at this early stage of the year,” said Al Doherty, Yukon Board President. “We are incredibly excited about our new sponsorship programs for 2010 and we have already seen enough positive reaction to our efforts that we are able to make this commitment.”

Sponsor solicitation is well underway for 2010 and the current response has enabled the Boards to guarantee a purse at this level so early in the season. The Boards and staff continue their work to meet and exceed sponsorship and fundraising targets for 2010.

The total purse for 2009 was \$154,000 and despite the current economic downturn, sponsor confidence in the Yukon Quest has allowed the Boards to set a guaranteed purse comparable to last year’s final purse.

The announcement comes just days before Opening Day of signups. Mushers can sign up in person on August 8<sup>th</sup> either at the log cabin in Fairbanks from 9 am – 1pm or at the White Pass Depot in Whitehorse from 10am – 2pm. There will be an incentive draw held on August 14<sup>th</sup> for all mushers officially entered on or before Opening Day with the winner receiving a prize of \$1,000 USD.

The Yukon Quest is pleased to offer the same low entry fee of \$1500, which includes food drop, vet check, straw and methanol. The non-refundable portion of this entry fee has been set at \$500 for 2010 in order to reduce the effect of late withdrawals on race revenues.

“We’re looking forward to an excellent field of mushers in 2010,” said Tania Simpson, Executive Director in Alaska. “We believe we will prove yet again why the Yukon Quest is one of the world’s premier sled dog races.”

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