



## 2008 Yukon Quest Celebrates 25<sup>th</sup> Running with New Website

For Immediate Release

Whitehorse, YT (January 31, 2008) - The Yukon Quest International Sled Dog Race is pleased to announce the launch of its new website. The dynamic new site will replace the previous one and retain the same address, [www.yukonquest.com](http://www.yukonquest.com).

Media and fans will notice some major technological upgrades such as the new "Live at the Yukon Quest" blog, which allows users to track their favourite musher's progress, get updated checkpoint sign-in times and view fresh images and video footage taken as the race progresses, along with audio commentary from race observers and officials.

The site's modern visual interface makes it a pleasure to browse; an interactive Yukon Quest trail map brings the race trail to life.

LeapUp Marketing Solutions ([www.leapup.com](http://www.leapup.com)) based in San Francisco, California, and Zee Creative ([www.zcreative.com](http://www.zcreative.com)) based in Billings, Montana, teamed up to create the new website.

"The new Yukon Quest site is a wealth of content and race information that is easily accessible, engaging and the perfect showcase for this exciting international sled dog race," said Annie Ellicott of LeapUp Marketing Solutions. Veteran race fans who got a sneak preview of the website found it easy to navigate and packed with useful information.

Now in its 25th Year, the Yukon Quest International Sled Dog Race will take place February 9, 2008, in Fairbanks, Alaska.

Visit the new Yukon Quest website at [www.yukonquest.com](http://www.yukonquest.com).

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### *The Yukon Quest – 25 Years & Running!*

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