



For Release – January 4, 2012

### **Yukon Quest needs cash contributions to run the 2012 race**

**Whitehorse YT and Fairbanks AK** – The 2012 Yukon Quest 1,000 Mile International Sled Dog Race starts in less than five weeks and needs more sponsors to contribute to the \$150,000 purse awarded to the top mushers.

“The Yukon Quest is a non-profit organization that relies on sponsors and donations to raise the purse and pay for the expenses related to this historical race,” said Yukon Executive Director Sue Thomas. “The Yukon economy is at a high point, yet the Quest isn’t seeing that reflected in sponsorships. If someone has been thinking they want to contribute, now is the time to do it!”

Each year the Yukon Quest struggles to secure enough cash for the \$150,000 purse that is awarded to the top fifteen teams. Funds are also needed to offset costs of the race such as transport of musher supplies to checkpoints, vehicle rentals to transport officials and veterinarians, fuel, and support for the hundreds of volunteers along the trail.

Volunteer support continues to be strong year after year. Volunteers, veterinarians and race officials from around the world pay their own way to Alaska or Yukon. These volunteers are paid a small honorarium that barely covers the costs of food while they are working on the trail.

“So many of our sponsors return each year donating goods & services that are invaluable to the success of the race,” said Marti Steury, Alaska Executive Director. “This year the cash sponsorships are lower than usual and even though we have cut costs as much as possible, we still need cash for paying suppliers and the purse.”

Sponsorship packages vary from \$500 to \$50,000. More information about sponsoring is available on the Yukon Quest website at <http://yukonquest.com/site/for-sponsors/>

Donations are also gratefully accepted and can be mailed or delivered in person. Online donations can be made via <http://yukonquest.com/site/support-the-yukon-quest/>

The 29th annual Yukon Quest 1,000 Mile International Sled Dog Race starts February 4, 2012 in Fairbanks AK and finishes 10 to 14 days later in Whitehorse YT.

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#### **Contact:**

Sue Thomas 867-668-4711  
Yukon Executive Director  
Whitehorse YT

Marti Steury 907-452-7954  
Alaska Executive Director  
Fairbanks AK

Visit the Yukon Quest’s website at [yukonquest.com](http://yukonquest.com) for online information.

An up-to-date list of sponsors is at <http://yukonquest.com/site/current-yukon-quest-sponsors/>