



MEDIA RELEASE

News-Miner is Official Alaska Newspaper of the Yukon Quest

January 21, 2015 (Fairbanks, AK) – Yukon Quest fans in Alaska and around the world can count on continued in-depth coverage of the 1,000 Mile Sled Dog Race, with the *Fairbanks Daily News-Miner* committing their support for 2015 as the Official Alaska Newspaper of the Yukon Quest.

The *News-Miner* has been providing coverage from the trail of the Yukon Quest since the first race in 1984, and now they've joined the team as a major sponsor, providing advertising space and helping to promote the race year-round.

"We're delighted to offer this additional support to the Yukon Quest, which has its roots at the Daily News-Miner and is one of the premier events of winter in Alaska," said *News-Miner* Publisher Marti Buscaglia. "I love dog mushing. I also think that, compared to the Iditarod, it's a more challenging race, a more different race, and I think that it's under-represented in the Lower 48 and Alaska.

"We're happy to help spread the word about this great event – through our stories and photographs and through our increased direct support."

The *News-Miner* serves the city of Fairbanks, the Fairbanks North Star Borough, the Denali Borough, and the Yukon-Koyukuk Census Area in Alaska. It is the farthest north daily in the United States, and one of the farthest north in the world.

"The *News-Miner* has long been a friend of the Yukon Quest and we're thrilled that they've now decided to come on board as a partner," said Marti Steury, Yukon Quest Executive Director – Alaska. "We host a number of community events throughout the year, and their help in getting the word out will prove instrumental. With two staff members travelling the length of the 2015 race trail, we also know they will provide excellent coverage that is of great value to our fans."

The 32nd Yukon Quest 1,000 Mile International Sled Dog Race starts February 7, 2015 in Whitehorse. For up-to-date information and news about the race, visit www.yukonquest.com

Media interested in attending or covering the 2015 Yukon Quest are invited to register for accreditation by visiting <http://yukonquest.com/media/media-accreditation>

-30-

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