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YUKON GOVERNMENT TO ADD TO YUKON QUEST PURSE

WHITEHORSE – Minister of Tourism and Culture Elaine Taylor announced today the Yukon government is providing the Yukon Quest International Association (Canada) with \$50,000 US per year for the next two years to increase the race’s purse.

“The Yukon Quest has long received community support and is an important event for promoting the Yukon to the world,” Taylor said. “The government is pleased to make this investment to help ensure the Quest’s future success.”

The funding to the Yukon Quest International Sled Dog Race will increase participation and raise the profile of the race. The Quest celebrates its 25th anniversary in 2008, and the funding will help attract mushers and generate excitement around the race.

“We are thrilled with and thankful for this announcement,” Yukon Quest International Association (Canada) President Robin Round said. “This investment will allow us to take the race to the next level in terms of musher participation, media attention and corporate sponsorship.”

In addition to the new funding for the race purse, the Department of Tourism and Culture provides the Yukon Quest International Association (Canada) with \$150,000 annually towards the marketing and promotion of the event.

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