



IRON DOG 2015 STARTING IN DOWNTOWN ANCHORAGE

Iron Dog gathers approval for a series of new events in downtown Anchorage.

Anchorage. After nearly four years of growing the event into something far more than a cross-country snowmobile race, a dream becomes real. Thanks to the solid support of the Alaska National Guard and many other sponsors, the start of the 2015 Iron Dog is moving to downtown Anchorage. The downtown festivities are scheduled to begin in the evening Friday, February 20, 2015 and continue all day on Saturday, February 21, 2015.

Kevin Kastner, Executive Director, Iron Dog, Inc., said: “The genesis of the idea came out of a vision statement I presented to the Iron Dog Board of Directors in the summer of 2010. With the addition of Anchorage, I believe we are making a great contribution to a refreshed legacy of winter tourism and starting a new chapter for motorsports and snowmachining advocacy. You’ll often hear me say the Iron Dog is much more than a race, and I believe this just the beginning.” Since 2011, Iron Dog has developed an Urban-Rural Student Exchange Program to connect our communities, developed numerous public safety messages for winter safety and suicide prevention, and donated \$84,000 to local Alaska charities as a by-product of the Iron Dog Raffle.

The recent Resolution of Support by the Anchorage Assembly marks the crescendo of approval for Iron Dog coming to Anchorage. The approval took thousands of hours, strong teamwork and scores of people banding together around the simple idea that it *could* be done. The can-do spirit of overcoming tough obstacles that led to this approval is a testament to the core Alaskan values which echoes the Iron Dog philosophy of adaptation and endurance.

Iron Dog could not have succeeded without the team spirit shown by Mayor Dan Sullivan, JBER Public Affairs and Base Commander, EasyPark, Alaska Railroad Corporation, Visit Anchorage, Anchorage Downtown Partnership, The Port of Anchorage, Anchorage Assembly, employees of the Municipality of Anchorage, Birchwood Recreation and Shooting Park, Eklutna Corporation, Wells Fargo Bank, Hilton Hotels, Hard Rock Cafe, Odom Corporation and many other downtown businesses. This list only shows a fraction of the community effort and many individuals who came together to make this a reality. “We are truly grateful for the support,” said Jim Wilke, President, Iron Dog Board of Directors. “This is a strong endorsement of what we stand for.”

The entire Iron Dog race week has been compressed to 10 days from the first event to the Finish line in Fairbanks. What was a week apart, the Donlin Gold Safety Expo is now only 3 days before the start. The primary goal of this new schedule is to make more events accessible to more people. Sponsors from Outside and racers from rural Alaska are now able to save a few days of travel time, allowing for more time to engage in the events. We expect this new action-filled schedule to drive a sharp uptick in visitors who will come to Anchorage for at least four or five consecutive days.

A special media event is scheduled for November 24, 2014 to introduce racers and special guests while revealing details of the Anchorage schedule and introducing other exciting new events. Contact Kevin Kastner for details.

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About Iron Dog, Inc. | 7100 Old Seward Hwy, Ste C, Anchorage, Alaska 99518 USA

Iron Dog, Inc. is a proud leader in the snowmobile community promoting snowmobile safety and outdoor education through trade shows, seminars and community events. Iron Dog also conducts student exchange programs and has donated \$84,000 to Alaska charities since 2011.

The Iron Dog race, presented by the Alaska National Guard, is a World Class Snowmobile Event that crosses the State of Alaska each February impacting over twenty-five Alaskan communities. Today's Iron Dog course is over 2,000 miles, from Anchorage to Nome and finishing in Fairbanks, making it the World's longest snowmobile race. Participants must traverse areas of Alaska's most remote and rugged terrain while confronting some of the harshest winter conditions. Survival skills are essential, making it the World's toughest snowmobile race.

Iron Dog 2015 is scheduled to begin Saturday, February 21, 2015. Visit www.irondog.org for the latest news and schedule of events.

For info:

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