



## **MEDIA RELEASE**

### **Outcrop Provides Continued Website Support for Yukon Quest**

**September 5, 2017 (Whitehorse, YT)** – Fans following the Yukon Quest 1,000 Mile International Sled Dog Race will continue to have access to the most up to date information about the race thanks to the continued sponsorship of Outcrop Communications.

Outcrop returns for the fifth year as the Official Website Sponsor. Throughout the year, they provide ongoing website support and maintenance for the site they built in 2014. During race time, Outcrop provides on-call support at all hours of the day and night to ensure the website remains live and without error so users around the world remain connected to all race information.

“Our official website is crucial for the success of Yukon Quest,” says Natalie Haltrich, Yukon Quest Executive Director – Yukon. “It is the location where fans, sponsors, volunteers and media can access the information they are looking for year-round. With Outcrop on board providing website support and regular maintenance, we are at ease knowing this significant tool is in good hands.”

The importance of the website is proven every year. From April 2016 to March 2017, the Yukon Quest saw over 535,000 visits to the website from all over the world.

“We’re very pleased to be in our fifth year working with Yukon Quest and with the development of this particular website,” says Odile Nelson, Outcrop Yukon’s Assistant Manager. “The race setup, the check-ins, the race results, the media capabilities -- all these, plus the ability to deliver a high degree of accuracy so that fans of the Quest can follow along during race time, were carefully crafted with client input. We’re also very proud of how we work with Yukon Quest’s amazing team of web volunteers each year to make the site race-ready and smoothly deliver race results to its audience.”

Outcrop is the largest full-service marketing firm in the North, with offices in all three territories and a 40-year history. The company specializes in everything from advertising to communications plans, from research and strategy to digital development. Their website can be found at [outcrop.com](http://outcrop.com).

The 35th Yukon Quest 1,000 Mile International Sled Dog Race starts Saturday, February 3rd in Fairbanks, Alaska. For up-to-date information and news about the race, [visit www.yukonquest.com](http://www.yukonquest.com).

Media interested in attending or covering the 2018 Yukon Quest are invited to register for accreditation by visiting [yukonquest.com/media/media-accreditation](http://yukonquest.com/media/media-accreditation).

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