



MEDIA RELEASE

Regier Retiring from Yukon Quest Organization

May 2021 (Whitehorse, YT) – After 18 years volunteering with the Yukon Quest organization, Bev Regier is retiring from her current role as President of the Yukon Quest International Association (Canada) board of directors at the end of her term.

“I have worked with some of the most wonderful people on the board, staff, contractors, mushers, PR Pixie Ingram, sponsors, and hundreds of volunteers on both sides of the border” Bev fondly recounts.

With the help and support of friends (lovingly known to many as “Bev’s Army”), businesses and volunteers, she was responsible for raising over \$1 million dollars for the organization through raffle ticket sales, online and silent auctions, memberships and sponsorships.

Until the COVID-19 Pandemic last year, many weekends would see Bev and friends at the store and office on the weekends meeting the many visitors coming into the White Pass building.

Bev’s previous years working in customer service proved to be the original skill she brought to the organization, volunteering in the office and helping with administrative tasks. She went on over the years to grow more and more involved in the fundraising aspects, focusing on helping the organization in that capacity and expanding the outreach for not only raffle ticket sales, but in acquiring items for the various auction events over the years.

She then became involved in expanding the merchandise marketing through additional retail outlets throughout the Yukon. As she continued with all of these various programs she was asked to step into an additional role as a board member.

Her previous banking experience as well as her sales and community involvement with other organizations, made her a natural for continuing in those roles as a more formal contact to the business community. She has held various executive positions within the Yukon board of directors including as board President since 2018.

Bev has so many amazing memories of the many events that have been a part of the community throughout the years as well as the Yukon Quest 1,000 mile International Sled Dog Race and the YQ300 Sled Dog Race.

Her love for this organization and the community we are lucky she calls home, make her a living treasure to so many of us and we wish her well in her next adventure.

Bev “Wishes the Yukon Quest the very best in the future” and we look forward to seeing her around town.