



Alaskan Sled Dog & Racing Association
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DRAFT – FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

MAYOR SULLIVAN, LOCAL PUBLIC SERVICE LEADERS TO PARTICIPATE IN EXXONMOBIL OPEN CHARITY SLED DOG RACE

Winners to designate \$20,000 in contributions from ExxonMobil to charity of choice

WHAT: On Feb. 12, 2011, Mayor of Anchorage Dan Sullivan, along with several other municipal leaders, will convene at Tozier Track to participate in the inaugural “Top Dog” Charity Sled Dog Race. The event will be held as part of the ExxonMobil Open, which is one of the seasonal races organized by the Alaskan Sled Dog & Racing Association leading up to the Fur Rendezvous Open.

Joining Mayor Sullivan will be Anchorage Fire Chief Mark S. Hall, Anchorage Police Chief Mark Mew, Parks and Recreation Development Director Cathy Janigo, and Assistant Municipal Attorney Pam Weiss. Each will be given a sled dog team to race through a three-mile course. The participant with the fastest time will designate a \$10,000 donation from ExxonMobil to the charity of their choice, along with bragging rights for the remainder of the year. Second place will designate a \$4,000 donation; third place will designate \$3,000, and fourth and fifth place each will designate \$2,000 and \$1,000, respectively.

WHEN: **Saturday, February 12, 2011**
ExxonMobil Open starts at 10:00 a.m.
Top Dog Charity Sled Dog Race starts at 1:00 p.m.

WHERE: Tozier Track
3400 Tudor Road
Anchorage, Alaska 99523

VISUALS: Mayor Sullivan and fellow race participants leading a three-dog sled team through a three-mile course at Tozier Track, along with an awards/check presentation at the conclusion of the race.

WHY: The ExxonMobil Open has been an Alaskan tradition since 1973. For the 38th annual race, ExxonMobil and the Alaskan Sled Dog & Racing Association wanted to expand activities and give back to the community by including an invitational charity race featuring some of our municipal leaders. The event is open to the public, and includes a hospitality tent, refreshments, the chance to meet the mushers and an ExxonMobil Open poster to the first 1,000 guests.

For more information on the ExxonMobil Open and the Top Dog Charity Sled Dog Race, please visit www.asdra.org.

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