



Iditarod Trail Committee
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FOR IMMEDIATE RELEASE

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Northrim Bank signs on as a sponsor with the Iditarod Trail Committee

Wasilla, Alaska – The Iditarod Trail Committee (ITC) announced today that Northrim Bank is the newest member of the Iditarod’s sponsorship family, signing on as a Lead Dog sponsor for the 2018 Iditarod Trail Sled Dog Race. This new partnership offers Northrim Bank broader outreach and engagement in communities statewide, with the designation as the “Official Bank” of the Iditarod Trail Sled Dog Race.

“The continued growth and success of the Iditarod depends on companies like Northrim and others who recognize the opportunity and importance of not only preserving but enhancing this rich Alaskan tradition,” said Stan Hooley, ITC Chief Executive Officer.

Northrim Bank has been providing Alaskans financial services since 1990 and has a deep commitment to the communities it serves across the state.

“We are proud to be Alaskan and the newest member of the Iditarod Trail Sled Dog Race. Similarly to the Iditarod, Northrim embodies Alaska’s frontier spirit and values, having been founded in Alaska on humble beginnings of community involvement,” said Joe Schierhorn, Northrim Bank President and CEO. “As we begin this partnership with the Iditarod, we remain dedicated to helping our community, customers and employees Achieve More. We are all in this together and Northrim can lead the way to Nome.”

Northrim’s sponsorship will provide necessary support to stage the nearly 1,000-mile race from Anchorage to Nome. As of June 2017, 55 mushers have signed up for the 2018 Iditarod, which begins Saturday, March 3, 2018, in downtown Anchorage at the corner of Fourth Avenue and D Street.

About Northrim Bank

Northrim Bank is an Alaska-based community bank with 14 branches in Anchorage, Eagle River, the Matanuska Valley, Juneau, Fairbanks, Ketchikan, and Sitka serving 90% of Alaska’s population; and an asset based lending division in Washington; and a wholly-owned mortgage brokerage company, Residential Mortgage Holding Company, LLC. The Bank differentiates itself with its detailed knowledge of Alaska’s economy and its

“Customer First Service” philosophy. Affiliated companies include Northrim Benefits Group, LLC and Pacific Wealth Advisors, LLC. www.northrim.com



About the Iditarod Trail Committee

Headquartered in Wasilla, Alaska, the Iditarod Trail Committee is charged with preserving the historic tradition of the sled dog and the Iditarod Trail, by promoting and staging the annual Iditarod Trail Sled Dog Race. For more information, visit: www.iditarod.com.

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