



Iditarod Trail Committee
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For Immediate Release

September 13, 2019

PR Contact: Chas St. George

Iditarod in partnership with P12 Films

“The Great Alaskan Race”

The epic story of Togo and Balto, will benefit the Iditarod

Film is released in theaters, October 25, 2019

(Wasilla, AK September 13, 2019) The Iditarod Sled Dog Race, known as the “The Last Great Race on Earth,” is partnering up with P12 Films in bringing the adventure family film “The Great Alaskan Race” to theaters nationwide October 25th.

The 48th running of the Iditarod will kick off March 7, 2020. In anticipation of the annual race, Iditarod announced that they have entered into a partnership agreement with P12 Films, distributors of “**The Great Alaskan Race**”. The film is an inspiring story based on historic events of 1925 surrounding a diphtheria outbreak in Nome, Alaska and tells the true story of Togo and Balto, who will forever be known as two of the most heroic lead dogs in history.

“On behalf of the Iditarod Board of Directors, mushers, volunteers, and the entire “Iditarod Nation” – we would like to extend our thanks to P12 Films”, said Rob Urbach, CEO of the Iditarod Trail Committee. “We believe our partnership with P12 will help advance awareness about one of the greatest athletes on the planet, and our ongoing commitment raise awareness about the standards of animal welfare that exist in our event and our culture.”

Urbach went on to say that, “The opportunity to share the unique history of sled dog mushing through “**The Great Alaskan Race**” will hopefully bring attention to what’s at the heart of this film; the bond between the human and canine.

“After seeing this film, I hope people come away from it feeling inspired by the will and determination Seppala had even when surrounded by people who didn’t believe in him or situations that seemed impossible to overcome,” said Brian Presley, CEO/Founder of P12 Films.

When asked why he wanted to partner up with Iditarod, he stated, “It was a no brainer. The Iditarod Trail Committee has gone above and beyond, with animal care research and different initiatives, to make sure that they are staying true to their mission and we at P12 Films wanted to provide a new platform for them to voice that mission to a more general audience.”

Iditarod will share the non-profit spotlight through **The Great Alaskan Race** with the following non-profit organizations:

- **Battle Dawgs** <https://www.battledawgs.org/>
- **John Beargrease Sled Dog Marathon's** <https://beargrease.com/lesson-plan-ideas/>
- **Deity Animal Rescue's** <https://www.deitydogsandgoods.com/dogs>
- **Champions Club** <http://www.championsclub.org/>
- **Hope Is Alive's** <https://hopeisalive.net/>

The film will debut in at least 500 markets nationwide on October 25, 2019 including:

- Minneapolis
- Anchorage
- Chicago
- Denver
- Seattle-Tacoma
- Dallas
- Phoenix
- Tampa
- Philadelphia
- Atlanta

In addition, P12 Films and Iditarod are creating co-branded opportunities nationwide. A private screening will also take place in Anchorage, Alaska at the University of Anchorage. Additional details about the film and the Iditarod Partnership will be shared on <http://www.iditarod.com/> as well as events on the Facebook Page @IditarodTrailCommittee.

For further information on events, contact: [Nancy Sanchez](#)

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The Iditarod Trail Committee is a nonprofit whose mission is *“to promote, sponsor and sustain the world premier sled dog race along the Iditarod Trail, which incorporates traditional wilderness mushing skills, mandates the humane treatment of dogs, reflects the human wonder and challenge of Alaska’s wilderness, contributes to the historic, social, economic and cultural fabric of Alaska, and preserves the historic contribution and contemporary practice of dog mushing.”*

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P12 Films is a Los Angeles-based distribution company dedicated to releasing inspirational films anchored with universal human experiences. The company strives to embrace the influence entertainment has on audiences by connecting social issues to each story in their rebellious marketing and distribution process.

P12 Films aims to fill the void between independent films and blockbuster franchises by producing, marketing, and distributing films that truly engage all types of audiences.

For more information, please visit: p12films.com

Media Assets:

[Official Trailer "The Great Alaskan Race" | Click Here](#)

[What inspired "The Great Alaskan Race" | Click Here](#)

[Behind the Scenes "The Great Alaskan Race" | Click Here](#)

Poster

Files: <https://www.dropbox.com/sh/nmwrp2awzx5xc1h/AABve28WMMoJQbPyvCgrlPcZa?dl=0>

In Theaters: October 25, 2019

Directors/Written By: Brian Presley

Produced By: Brian Presley, Will Wallace, and Mark David

Starring: Brian Presley, Brad Leland, Treat Williams, Henry Thomas, Brea Bree, and Bruce Davison

Run Time: 84 Minutes

Rating: PG

Synopsis: After overcoming personal tragedy, widowed father and champion musher Leonhard 'Sepp' Seppala steps up in the midst of a diphtheria outbreak in Nome, Alaska to deliver the anti-toxin to the hospital. With his own child's life on the line, Sepp battles the impossible, accompanied by his pack of sled dogs.

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