



Iditarod Trail Committee

2100 South Knik Goose Bay Road • Wasilla, Alaska 99654
907.376.5155 (voice) • 907.373.6998 (facsimile)
www.iditarod.com

FOR IMMEDIATE RELEASE

Oct. 11, 2019

The Iditarod joins forces with Aker BioMarine

Wasilla, Alaska - The Iditarod Trail Committee is proud to announce that the Iditarod Trail Sled Dog Race has joined forces with Aker BioMarine and three other International sled dog races as part of the [QRILL Pet Arctic World Series \(QPAWS\)](#).

The 2020 series of races includes four legendary and historic dog races that span the globe. They include: the John Beargrease in Minnesota, Femundlopet in Norway, Volga Quest in Russia, and the Iditarod, which will be the finale of the of the 2020 QPAWS series.

Matts Johansen, CEO of Aker BioMarine, said, “QPAWS is a result of Aker BioMarine’s commitment to and long-term investment in dog mushing. Over the past three years, we have been working with the athletes and race organizers to learn more about the sport and its many amazing components. We strongly believe in the sport of dog mushing and the culture it represents, and we want to help it get the international attention and recognition it deserves.”

QPAWS was established as a non-profit sports series through an initiative by Aker BioMarine. All proceeds go to the events and as investments in the sport of long-distance dog mushing. The series is based on a joint point system, advanced digital visualization of GPS tracking, and television production and distribution.

“We are proud to be a part of QPAWS, along with the Femundlopet, Volga Quest and John Beargrease,” said Iditarod CEO Rob Urbach. “With the investments in digital visualization technology and [innovative television production](#), we have great confidence that we will be showcasing our sport in a more experiential and compelling way.”

The ceremonial start of Iditarod XLVIII takes place Saturday, March 7, 2020, at 10 a.m. in downtown Anchorage at the corner of Fourth Avenue and D Street.

###

Media contact:

Chas St. George, Iditarod Trail Committee
907-352-2215

Chas.stgeorge@iditarod.com