

Iditarod Trail Committee
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FOR IMMEDIATE RELEASE

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The Iditarod Announces New Chief Operating Officer

Wasilla, Alaska — The Iditarod Trail Committee, Inc. (ITC), today announced the appointment of Corey Hester as chief operating officer (COO).

Hester brings extensive leadership experience across nonprofit operations, strategic growth partnerships, and digital media. He previously served as the Executive Director of the Alaska Airman's Association and, most recently, played a key role in building one of Alaska's largest digital tourism brands, scaling it from inception to national reach.

Corey is a born-and-raised Alaskan and a graduate of the University of Alaska Anchorage. Hester brings strong business and legal credentials, having also earned an MBA from the Tuck School of Business at Dartmouth and a Juris Doctor from Harvard Law School, complementing his operational background.

"Corey understands both the heritage of the Iditarod and the operational excellence required to steward it forward," said Rob Urbach, CEO of the Iditarod Trail Committee. "He has already proven himself to be a trusted partner while working with us as he completed his law degree, and his broad skill set will strengthen our internal execution while supporting the long-term growth and sustainability of the race."

As COO, Hester will focus on growth strategy, operational integration, organizational planning, and cross-functional coordination, enabling the Iditarod team to continue delivering an exceptional experience for mushers, volunteers, partners, communities, and fans worldwide.

"I'm honored to step into this role and continue working alongside such a dedicated team," said Hester. "The Iditarod is one of Alaska's most iconic institutions and I'm excited to help support its people, mission, and future."

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About the Iditarod

The Iditarod Trail Committee is a 501(c)(3) nonprofit organization dedicated to preserving the heritage of Alaska's sled dogs and the historic Iditarod Trail. Each year, the Committee organizes the Iditarod Trail Sled Dog Race, a 1,000-mile competition from Anchorage to Nome that challenges mushers and their teams to navigate Alaska's extreme terrain and unpredictable conditions. Recognized internationally for its endurance and tradition, the Iditarod showcases the skill, resilience, and spirit of Alaska's sled dog culture. For more information, visit www.iditarod.com.