



FOR IMMEDIATE RELEASE

March 2, 2026

Iditarod Trail Committee Elevates Fan Experience with Major Upgrades to Iditarod Insider Platform

Wasilla, Alaska — The Iditarod Trail Committee is proud to announce powerful new upgrades and features to the Iditarod Insider, the official premium subscription platform delivering unmatched coverage of The Last Great Race®.

Built for the most passionate fans in the world, Iditarod Insider already provides exclusive, in-depth access to every mile of the 1,000-mile trail. Now, with enhanced live streaming tools, improved notifications, expanded GPS tracking, and real-time communication features, Insider is raising the bar for how fans experience the race — from anywhere in the world.

Iditarod Insider is a paid subscription service offering comprehensive, behind-the-scenes coverage of the Iditarod Trail Sled Dog Race. Subscribers gain access to:

- Race Dashboard with live, multi-camera feeds and real-time checkpoint data
- “Track the Pack” GPS Tracking to follow favorite mushers across Alaska
- 24-Hour Live Streaming from checkpoints and along the trail
- Live Trail and Checkpoint Cameras
- Enhanced Live Analysis and Race Broadcasts
- Nightly Recaps and Exclusive Documentaries
- Musher Interviews before, during, and after the race
- Custom Musher Alerts (up to five favorites)
- Live Fan Chat connecting viewers across the globe
- Archive Access to race content dating back to 2012

For subscribers, Insider transforms race week into an immersive, real-time experience, and the latest updates focus on ensuring fans never miss a moment of action.



More Prominent Live Stream Notifications

Live stream tabs on the Fan Race Dashboard are now easier to spot and track. Tabs clearly change colors — red when offline, green when live — making stream status instantly visible. Additionally, when a live stream goes active, subscribers will hear an audible alert and receive a notification pop up from the bottom of the screen announcing the stream is live. This new feature will make a dramatic difference for the user, as fans will know immediately when the Insider team is live from the trail.

Live Chat Alerts & Snow Machine Coverage

Live chat now helps fans stay informed about dynamic coverage from snow machines capturing footage from remote stretches of the trail. These mobile cameras can go live at any time — and Insider subscribers will be the first to know.

Expanded GPS Map Tracking

For the first time, snow machine camera crews will appear directly on the GPS Tracker. Subscribers can see exactly where live footage is being captured and follow the production team's movement along the trail in real time.

Automatic Live Stream Recording

All snow machine live streams automatically begin recording the moment they connect to the live stream server via Starlink. This ensures critical trail footage is preserved for replay, editing, and post-race coverage — expanding the depth of content available to subscribers.

To further support the live experience, Iditarod Insider will implement expanded communication tools:

- **Live Broadcast Announcements:** On-air talent and production teams will notify viewers when new live streams go active.
- **Email Updates:** Subscribers will receive advance notice of anticipated live stream opportunities and special coverage moments — helping fans plan when to tune in.
- **SMS Alerts:** Text notifications will be available for critical updates and live stream activations.

Iditarod Trail Committee
2100 South Knik-Goose Bay Road • Wasilla, Alaska 99654
907.376.5155 • www.iditarod.com



These improvements enhance the subscriber experience while creating new opportunities for race fans to join Insider and gain access to exclusive coverage unavailable anywhere else.

The Iditarod Trail Sled Dog Race is one of the most demanding endurance events in the world. Insider ensures fans experience the strategy, grit, and human and canine determination in real time — from the starting line to the finish in Nome.

With expanded live coverage, improved notifications, interactive chat, enhanced GPS capabilities, and on-demand replay access, there has never been a better time to subscribe.

Coverage for the 2026 race has officially begun on Iditarod Insider with exclusive pre-race musher interviews, giving subscribers early access to the personalities, strategies, and stories shaping this year's field.

Subscribers will also receive exclusive live coverage of the 2026 Iditarod Musher's Drawing Banquet on Thursday, March 5, followed by full race coverage beginning at the Ceremonial Start on Saturday, March 7, 2026 at 9:00 a.m.

To access exclusive coverage of the 2026 race — including pre-race interviews, the Musher's Drawing Banquet on March 5, and full coverage beginning March 7 at 9:00 a.m. — fans can subscribe today at iditarod.com.

Media contact:

Shannon Noonan
Director of Marketing & Communications
Iditarod Trail Committee
shannon.noonan@iditarod.com

###

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.