



FOR IMMEDIATE RELEASE

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Iditarod Trail Committee Announces CEO Leadership Transition

WASILLA, Alaska — The Iditarod Trail Committee (ITC) announced today that Chief Executive Officer Rob Urbach has made the decision to step down following seven years of leadership. Urbach will remain in his role throughout a planned transition period and will assist the Board of Directors in the search for the organization's next CEO, ensuring a thoughtful and seamless leadership transition.

During Urbach's tenure, the Iditarod has advanced significant strategic initiatives, strengthened organizational operations, expanded corporate partnerships, launched new revenue-generating programs, and positioned the organization for long-term sustainability.

"On behalf of the Board of Directors, I want to express our sincere gratitude to Rob Urbach for his leadership, dedication, and service to the Iditarod Trail Committee over the past seven years. Under his leadership, the organization has advanced important strategic initiatives, strengthened operations, expanded partnerships, and pursued new opportunities designed to help secure the long-term future of the Iditarod," said Mike Mills, Chair of the Iditarod Trail Committee Board of Directors. "We believe this transition is taking place from a position of strength. We are grateful for Rob's continued support, confident in our staff and leadership team, and excited about the opportunities that lie ahead for the Iditarod."

The Board has begun the process of identifying the organization's next Chief Executive Officer while continuing work on the Iditarod's next strategic plan. The leadership transition comes as the organization continues to build upon new initiatives, expanded partnerships, and long-term opportunities created over the past several years.

"After careful thought and reflection, I believe the time is right for both me and the organization to begin planning for the next chapter," said Urbach. "It has been one of the greatest privileges of my career to help lead and serve an institution as iconic as the Iditarod."

Urbach emphasized that the decision reflects confidence in the organization's future and the strength of the team surrounding the race.

"One of the reasons I feel comfortable making this decision is the progress the organization has



made over the past seven years," he said. "Together, we have strengthened the Iditarod's foundation, launched innovative new initiatives, expanded our reach to new audiences, and created opportunities that position the organization well for the future."

He also expressed appreciation to the many people who make the race possible.

"These accomplishments are due to an extraordinary team of staff, volunteers, mushers, race officials, veterinarians, pilots, board members, sponsors, donors, and supporters," Urbach said.

Following the leadership transition, Urbach will continue leading and developing DOGZ, a canine-focused platform company in which an affiliate of the Iditarod holds a majority interest. DOGZ was created to build an integrated ecosystem of canine events, content, products, and services designed to generate long-term value for the Iditarod.

Current DOGZ platform assets include DockDogs, a national leader in canine sporting events operating more than 100 competitions annually, and an ownership interest in Bark TV, a 24-hour dog-focused television network. The platform is intended to benefit the Iditarod through increased audience engagement, expanded content licensing opportunities, new revenue streams, and the long-term objective of establishing an endowment to help secure the organization's future.

Although stepping away from the CEO role later this year, Urbach will continue working closely with the Board and staff during the transition.

"My commitment over the coming months is to support the Board, our staff, and all of our stakeholders while maintaining momentum behind the important initiatives already underway," Urbach said. "The Iditarod's future is bright. It is powered by remarkable people who care deeply about this race and its mission, and I have every confidence they will continue building on the foundation we have created together."

Mills echoed that optimism.

"We are grateful for Rob's continued support, confident in our leadership team and staff, and excited about the opportunities ahead," Mills said. "The Iditarod's best days remain in front of us, and we look forward to building upon the strong foundation that has been established."

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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.

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