

WPizzazz
Special Events & Public Relations

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FOR IMMEDIATE RELEASE

IRON RIVER AREA CHAMBER OF COMMERCE
PRESENTS THE
INAUGURAL NORTHERN PINES SLED DOG RACE

The Iron River Chamber of Commerce presents the inaugural Northern Pines Sled Dog Race, Saturday, February 16, 2019 from 9 am to 4 pm. Over 50 mushers and their sled dog teams are participating in this first time event.

Talia Martens, 2018 Junior Iditarod Musher is participating in this event. Martens, 18 years old from Brule, placed ninth in the world-famous 150 mile trek across Alaska. She said she looks forward to running in the 16.2 mile sprint in the Iron River Race at Northern Pines Golf Course and Event Center at 69420 Airport Road in Iron River, Wisconsin. Martens is also slated to be the guest speaker at the Iron River musher dinner.

The race was announced by Geri Dresen, director of the Iron River Area Chamber of Commerce and the event is aided by a \$3,900.00 Wisconsin State Tourism Department grant. For Iron River, a community of about 1,100 this is a big event but with two mushers and a former musher working on things and a talented committee, Dresen is confident the sled dog race will be great. Hundreds of volunteers are assisting with grooming, pre-race set up, musher check in, chute assistance, trail supervision and all the many tasks required for a successful sled dog race. The race is expected to draw spectators from across the region and to have a significant economic impact. Sled dog races can have a big economic impact. For example, the U.P. 200, Midnight Run and

NORTHERN PINES SLED DOG RACE

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Jackpine 30 sled dog races pumped over \$2.6 million into the economy of Michigan's Upper Peninsula. The Northern Pines Sled Dog Race is a first time event on a much smaller scale but everyone involved with this race knows that many people will come from northern Wisconsin, Minnesota and Michigan. Spectators are invited to flock to the start line or stake out a spot along the course.

In addition to the races visitors can enjoy meeting retired and rescued sled dogs from The Sled Dog Storm Shelter Sanctuary and Rescue, have fun with free snowshoeing sponsored by The Iron River National Fish Hatchery and Friends of the Iron River National Fish Hatchery, participate in a 50/50 raffle and silent auction, and kids can have their face painted for free by Angie's Bakery. Food and beverages are available for purchase at Northern Pines Golf Course and Event Center.

The Northern Pines Sled Dog Race is a free event for all ages to witness the magnificence of mushers leading their team of enthusiastic dogs.

For more information about the Northern Pines Sled Dog Race please contact the Iron River Area Chamber of Commerce at visitironriver.com, email: info@visitironriver.com or call 715-372-8558.

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