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Alaskan Brewing Co. Official Sponsor of the 2008 Iditarod Trail Sled Dog Race®

JUNEAU – Alaskan Brewing Co. is proud to be an official sponsor of the 2008 Iditarod Trail Sled Dog Race®. The Alaskan Brew Crew are no strangers to overcoming the challenges of the remote Alaskan landscape, making the Alaskan Amber a natural partner for “The Last Great Race.” Since 1986, Alaskan Brewing has been brewing and bottling all of its beer in Juneau, Alaska despite the 1,500-square-mile ice field and the daunting peaks of Mt. Juneau and Mt. Roberts, which separate this remote coastal town from the rest of the country.

“The Iditarod is an event that is so unique to Alaska it draws people from all over the world,” says Alaskan Brand Manager Cindy Burchfield, “It represents the spirit of volunteerism and the excitement of an authentically Alaskan adventure.”

The Iditarod Trail Sled Dog Race® challenges the courageous spirit of the mushers and their teams as they race against the elements and cross over two of North America’s tallest mountain ranges along the more than 1,150 miles from Anchorage to Nome. More than 100 ambitious teams are kicking off the grueling race this year on March 1, in Anchorage.

Alaskan Brewing Co. is also sharing the excitement of the Iditarod with its West Coast consumers by hosting two sweepstakes winners and their guests at the start of the 2008 Iditarod. Randy Sooter from Tucson, Arizona was the winner of the 2007 Princess Cruises Passport Sweepstakes and Kathryn Bakken from Everett, Washington was the winner of the 2007 Leader of the Pack Iditarod Trip.

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