



January 17, 2014

**FOR IMMEDIATE RELEASE**

#### WHO WE ARE:

The John Beargrease Sled Dog Marathon is a volunteer-run event honoring the history of dogs and people working together as demonstrated by John Beargrease, who pioneered mail delivery a century ago. Beargrease is the largest dog sled marathon in the lower 48 states. Marathon mushers travel from Duluth to the Gunflint Trail and back, covering nearly 400 miles of Minnesota's roughest terrain. Mid-Distance mushers start in Duluth and finish in Tofte near the shore of Lake Superior.

#### OUR MISSION:

The Mission of the John Beargrease Sled Dog Marathon is to conduct the best long distance sled dog race in North America in a culturally sensitive manner, stimulating winter tourism in Northeast Minnesota.

#### 2013-2014 BOARD OF DIRECTORS:

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(Duluth, MN) -- For the first time in the 30 year history of the John Beargrease Sled Dog Marathon, following the progress of your favorite musher will be easier than ever - and LIVE! All teams taking part in this years race will be equipped with GPS technology, tracking their every move along the 374 mile course.

"The acquisition of GPS technology will move the Beargrease into a new era," says Jason Rice, president of the John Beargrease Sled Dog Marathon. "We'll be able to better share the thrill of competition with our fans, and it adds a new element of safety for the dogs and mushers. We're going to know where marathoners are at around the clock...and so will the public," Rice adds.

This up-to-the minute tracking on each musher racing along the course from Duluth to Gunflint Lake (near the Canadian border), then back to Duluth can be done online at [www.beargrease.com](http://www.beargrease.com).

"With an event like Beargrease spread out over a large distance and with huge gaps in phone and internet access due to the remote geography our trail cuts through, this is the next logical step to take in bringing the race home for everyone," says Rice.

The race starts at 1pm on Sunday, January 26 at Duluth East High School.

For more information or to set up an interview about this new GPS technology, contact Jason Rice (President) at [218-340-8452](tel:218-340-8452) or Jason Taly (Beargrease GPS coordinator) at [562-326-3276](tel:562-326-3276)