

Frost to oversee Iditarod trail race

Jack Frost, Anchorage advertising executive and media personality, has been named Executive Director of the Iditarod Trail Committee, according to Iditarod President Al Crane, of Fairbanks. The Iditarod Trail Committee oversees the Iditarod dog sled race from Anchorage to Nome each year.

Frost will take a leave of absence from his position as Vice-President of Taylor and Associates Advertising to head the Iditarod Committee. Frost is recognized as the weather broadcaster on Alaska Statewide News which is broadcast by satellite throughout the State, a position he resigned to devote full time to the Iditarod.

"Iditarod is a fantastic challenge and opportunity," Frost says. "It is Alaska's answer to the Kentucky Derby, the Boston Marathon and the Indy 500. It truly is the 'Last Great Race on Earth.'"

Frost said the Iditarod would be receiving more national media coverage this year than ever

before, "with negotiations in progress with the television networks for broadcast rights."

Fund raising will be Frost's first priority, he says. "We lost a large grant from the State during the hectic last days of the legislature and we're going to have to replace that immediately. Most people aren't aware that our expenses will be almost half a million dollars this year."

"We raise money through Iditarod memberships, the sale of Iditarod merchandise, and through the sponsorship of Alaskan and outside corporations. We're hoping to get an earlier start this year to keep Iditarod on a sound financial footing," says Frost.

The 1982 Iditarod will be the tenth anniversary of the race with more than sixty teams expected to run. The prize purse for the race, beginning the first Saturday of March, will be \$100,000. Entry fees will be accepted until January 15, 1982.