

Quesnel BC

For Immediate release

## **PRESS RELEASE**

### **GOLD RUSH TRAIL DOG SLED MAIL RUN**

The Gold Rush Trail Sled Dog Association today unveiled the artwork for the 2012 Sled Dog Mail Run.

This original drawing by Denise Linley of Hudson's Hope British Columbia will appear on the unique Mail Run envelopes that will be carried by dog teams over the Gold Rush Trail from Quesnel to Wells/Barkerville British Columbia on the weekend of January 20 - 22, 2012. This will be the 20<sup>th</sup> Anniversary of this event which in 2012 will also incorporate a 150 mile Stage Race.

The artwork depicts a smiling young musher making her way over the trail with a team of six eager sled dogs. If you look closely you can see the Canada Post mail pouch poking out of her sled bag.

Carrying the mail is an honour, mushers are sworn in as official mail carriers and they take the task seriously. Each envelope is hand cancelled with special Quesnel, Wells and Barkerville postmarks and is stamped "Carried by Dog Sled" before being packaged for transport by one of the mail carriers. Once the envelopes re-enter the regular mail system in Barkerville, experience has shown that they will end up in over 20 different countries.

The mail Run website [www.dogsledmailrun.ca](http://www.dogsledmailrun.ca) features the original envelope artwork from the past 20 years. Also on the website are instructions for purchasing envelopes for inclusion in the Mail Run. For more information contact [barb@dogsledmailrun.ca](mailto:barb@dogsledmailrun.ca)

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October 30, 2012

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