

## EMAIL BLOCK

- Copy & paste into the "To" or "Bcc" line of your email.
- Sample letter follows email block.
- Iditarod sponsors listed by name after sample letter.

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[jhallin@standard.com](mailto:jhallin@standard.com)  
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- Sample letter on next page.

Dear Sir/Madam:

I was dismayed to find your organization listed as a 2005 Iditarod race sponsor, musher sponsor, or promoter. Please inform me if efforts are underway to disassociate your good name from a brutal spectacle linked with the death of at least 122 dogs in recent years.

Many businesses and schools unknowingly endorse an event USA Today columnist Jon Saraceno labeled "a travesty of grueling proportions" and "Ihurtadog." Sled dogs race up to 1,150 miles over rugged terrain. By the end of the 8-15 day race (roughly the same distance between Dallas and Cleveland) an average 53% of dogs never cross the finish line. Among those who do, 81% suffer lung damage.

Fox sportscaster Jim Rome refers to the Iditarod as "I-killed-a-dog." In fact, most races do result in one or more fatalities from strangulation in towlines, lung aspiration, internal hemorrhaging, heart failure, or liver injury. Some dogs literally drop dead due to massive deterioration of muscles and organs from prolonged overuse.

Surviving dogs may endure paralysis, penile frostbite, bleeding ulcer, bone fractures, pneumonia, ruptured discs, hypothermia, broken teeth, viral diseases, ripped footpads, or lung damage. According to a Journal of Veterinary Internal Medicine report, 48.5% of Iditarod dogs sustain ulceration, tissue erosion, gastric hemorrhage, or a mixture of these complications.

I am confident your organization intended to promote a positive animal-related event. But the Iditarod does not represent synergy between human and animal. Long before the actual race, "ongoing cruelty is the law of many dog lots," Mike Cranford wrote for Alaska's Bush Blade Newspaper (March 2000).

Any dog (even puppies) considered too old, worn down, or unskilled to turn a profit is "culled" from the lot with a bullet to the head. Some unacceptable dogs are "clubbed with baseball bats and if they don't pull are dragged to death in harnesses," Cranford reported.

"The mushers will deny it. And you know what? They are all lying," retired Air Force Colonel and Alaskan resident Tom Classen told USA Today.

I urge you to withdraw your Iditarod sponsorship or promotion. Please do not lend your valuable time, money or name to an enterprise synonymous with animal cruelty.

Thank you,

### **IDITAROD SPONSORS LISTED INDIVIDUALLY:**

**Fort Dodge Animal Health (Wyeth):** [martink@wyeth.com](mailto:martink@wyeth.com)  
**Daimler Chrysler:** [ir.dcx@daimlerchrysler.com](mailto:ir.dcx@daimlerchrysler.com)  
**Coca-Cola:** [heyser@na.ko.com](mailto:heyser@na.ko.com)  
**Outback Steakhouse:** [NewsOutback@OUTBACK.com](mailto:NewsOutback@OUTBACK.com)  
**Millennium & Copthorne Hotels:** [marketing@mill-cop.com](mailto:marketing@mill-cop.com)  
**Wells Fargo & Company:** [investorrelations@wellsfargo.com](mailto:investorrelations@wellsfargo.com)  
**Kroger Co. (Fred Meyer Stores):** [kroger.investors@kroger.com](mailto:kroger.investors@kroger.com)  
**Spenard Builders (Lanoga Corporation):** [phylbert@lanoga.com](mailto:phylbert@lanoga.com)  
**Office Tech (Global Imaging Systems, Inc.):** [gisx@mindspring.com](mailto:gisx@mindspring.com)  
**ChevronTexaco Corporation:** [pubaffmr@chevrontexaco.com](mailto:pubaffmr@chevrontexaco.com)  
**Exxon Mobil Corporation:** [enterprise.comments@exxonmobil.com](mailto:enterprise.comments@exxonmobil.com)  
**Coors Brewing Company:** [leo.kiely@coors.com](mailto:leo.kiely@coors.com)  
**Anchorage Daily News (Mc Clatchy Company):** [ptalamantes@mcclatchy.com](mailto:ptalamantes@mcclatchy.com)  
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**Cabelas:** [Customer.Service@cabelas.com](mailto:Customer.Service@cabelas.com)  
**Global Information Technologies:** [sales@gitsat.com](mailto:sales@gitsat.com)  
**Alaska Airlines (Alaska Air Group):** [ir@AlaskaAir.com](mailto:ir@AlaskaAir.com)  
**Too Far Publishing:** [info@toofar.com](mailto:info@toofar.com)

### **IDITAROD PROMOTERS LISTED INDIVIDUALLY:**

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**Carnival Corporation (Princess Cruises):** [media@carnival.com](mailto:media@carnival.com)  
**Scholastic Corporation:** [investor\\_relations@scholastic.com](mailto:investor_relations@scholastic.com)  
**Today Show:** [today@nbc.com](mailto:today@nbc.com), [bob.dotson@nbc.com](mailto:bob.dotson@nbc.com)  
**Travel Channel (Discovery Networks):** [dawn.mccall@discovery.com](mailto:dawn.mccall@discovery.com)  
**PBS Teacher Source:** [viewer@pbs.org](mailto:viewer@pbs.org)  
**Elderhostel, Inc.:** [jmoses@elderhostel.org](mailto:jmoses@elderhostel.org)  
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**Petplace.com (Intelligent Content, Corp.):** [scottz@PETPLACE.COM](mailto:scottz@PETPLACE.COM)  
**TIME for Kids:** [emailbag@timeforkids.com](mailto:emailbag@timeforkids.com)

**Women's Sports Foundation:** [wosport@aol.com](mailto:wosport@aol.com)

**Academy of Achievement:** [editor\\_1@achievement.org](mailto:editor_1@achievement.org)

**Insight Guides (APA Publications/Langenscheidt Publications):**

[presse@langenscheidt.de](mailto:presse@langenscheidt.de)

**Sasquatch Books:** [chad.haight@sasquatchbooks.com](mailto:chad.haight@sasquatchbooks.com)

**Rough Guides (The Penguin Group):** [Marilyn.ducksworth@us.penguin.com](mailto:Marilyn.ducksworth@us.penguin.com),

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**Wilmington Public School Superintendent:** [wmcalduff@wilmington.k12.ma.us](mailto:wmcalduff@wilmington.k12.ma.us)

**Highsmith, Inc.:** [dealersales@highsmith.com](mailto:dealersales@highsmith.com)

### **MUSHER SPONSORS LISTED INDIVIDUALLY:**

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[john.leaver@hellyhansen.no](mailto:john.leaver@hellyhansen.no)

**Royal Caribbean Cruises, Ltd.:** [investorrelations@rccl.com](mailto:investorrelations@rccl.com)

**Eukanuba/lams (Procter & Gamble Company):** [Shareholders.IM@pg.com](mailto:Shareholders.IM@pg.com)

**Hanons/Safeway (Safeway, Inc.):** [jhong@safeway.com](mailto:jhong@safeway.com)

**Blockbuster Video:** [investor.relations@blockbuster.com](mailto:investor.relations@blockbuster.com)

**McDonalds Restaurants of the Kenai Peninsula (McDonald Corporation):**

[contact.privacy@mcd.com](mailto:contact.privacy@mcd.com)

**Marsh USA (Marsh & McLennan Companies):** [alfred.j.modugno@marsh.com](mailto:alfred.j.modugno@marsh.com)

**AT&T Alascom (AT&T):** [gmorgenstern@att.com](mailto:gmorgenstern@att.com)

**PMI Nutrition Pet Foods (Purina Mills/Land O'Lakes, Inc.):** [deknutson@landolakes.com](mailto:deknutson@landolakes.com)

**Ford Motor Company:** [wford@ford.com](mailto:wford@ford.com)

**General Motors:** [john.devine@gm.com](mailto:john.devine@gm.com)

**Taco Bell/Denali Foods (Franchisor: Yum! Brands, Inc.):** [Amy.Sherwood@Yum.Com](mailto:Amy.Sherwood@Yum.Com)

**Lowe's Home Improvement (Lowe's Companies, Inc.):** [Chris.B.Ahearn@lowes.com](mailto:Chris.B.Ahearn@lowes.com)

**UGI Corporation (AmeriGas):** [strategicaccounts@amerigas.com](mailto:strategicaccounts@amerigas.com)

**Northern Outfitters:** [mail@northernoutfitters.com](mailto:mail@northernoutfitters.com)

**Udelhoven Companies (Udelhoven Oilfield System):** [Jgilbert@udelhoven.com](mailto:Jgilbert@udelhoven.com)

**Patrick Henry Creative Promotions:** [myer@phcp.com](mailto:myer@phcp.com)

**American Seafoods Group:** [brad.bodenman@americanseafoods.com](mailto:brad.bodenman@americanseafoods.com)

**Annamaet Petfoods:** [info@annamaet.com](mailto:info@annamaet.com)

**Eagle Premium Pet Foods/Eagle Pet Products, Inc.:** [jdc@eaglepack.com](mailto:jdc@eaglepack.com)

**Breg, Inc.:** [info@breg.com](mailto:info@breg.com)

**Dogbooties.com (a division of Arrowhead Fabric):** [info@dogbooties.com](mailto:info@dogbooties.com)

**Grabber Performance Group:** [international@grabberwarmers.com](mailto:international@grabberwarmers.com)  
**Blackwood Dog Food (The Blackwood Corporation):** [info@blackwoodpetfood.com](mailto:info@blackwoodpetfood.com)  
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