

ISDRA

fact
sheet



History

The International Sled Dog Racing Association (ISDRA) was formed in 1966 by Canadian and American mushers to organize and unify the sport of sled dog racing. Beginning in the New England states and lower Canadian provinces, ISDRA sought to standardize rules for 'Nome style sprint racing'.

Today

ISDRA annually represents over 100 days of sled dog racing and thousands of individual race performances. Traditional sleds, wheeled rigs or 'gigs', ski-joring and, most recently, bike-joring competitions are held for **Adult and Junior Divisions** and team sizes from 'Unlimited' to 1 dog. The racing action begins in mid-October and ends in late March with multiple ISDRA sanctioned events occurring on any given weekend during the months of January and February.

Animal Welfare

ISDRA gives the **highest priority to the welfare of the canine athletes** that are our partners in the wonderful world of sled dog sports. To underscore that commitment, each sanctioned event is provided with our Animal Welfare policy as an important component of their sanctioning materials. No abuse is tolerated and all injuries are documented and investigated.

Major Programs

In 1972, ISDRA awarded the first 3 **ISDRA Medals**, recognizing outstanding 'Unlimited' Class sprint performances across multiple sled dog events.

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In 2002, ISDRA awarded **33 Medals**, to 6 Junior Division and 27 Adult Division members.

The ISDRA Medals are the pinnacle of the International Championship Points Program, which ranks, on average, **over 1,500 race performances** each season. National, State/Province and Club rankings are also calculated and maintained on our web site - www.isdra.org.



Outstanding ISDRA sanctioned events are recognized through an **'Event of the Year'** program objectively ranking events by size, in entries and purse, and ratings of race quality, as assessed by the event's own competitors.

Publications and Publicity

Dog & Driver is published 6 times per year and covers sled dog activities around the world. Annual features include **'ISDRA Medallist Interviews'**, the sanctioned event calendar and race highlights.

Championship points standings, articles of interest and editorial commentary accompany monthly features. Advertising is accepted.

ISDRA faxes **personal press releases** to racing member's local newspapers following each sanctioned event.

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For the 1999-2000 season, 490 members or 88% of our racing members were served. As a result, 907 news releases were sent to 76 newspapers with a total circulation of 4,086,824 and a mean of 53,774. Circulation ranged from 2,200 to 400,421.

ISDRA also sends post-event written 'Thank-you' letters to sponsors on behalf of local race producing organizations.

Member Demographics

Annual membership averages **850 total members with 55 to 75 sanctioned events and 30 to 40 member clubs**.

ISDRA	Membership Distribution ('99-'00)
9%	Alaska
8%	Western Canada
2%	Eastern Canada
7%	New England
10%	Mid & Southern Atlantic
13%	Mideast
18%	Midwest
12%	Pacific States
1%	Europe
13%	Rocky Mountain States
5%	Ontario, Canada
1%	Asia
1%	Southern Hemisphere

Organization & contact info

ISDRA is an IRS 501 c (7) nonprofit incorporated in the state of New York. Governance is by an 18-member board of directors and an Executive Director.

On the web: www.isdra.org
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