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FOR IMMEDIATE RELEASE

March 13, 2018

Joar Leifseth Ulsom first to White Mountain, wins inaugural Northrim Bank Achieve More Award

Anchorage, Alaska – Veteran Iditarod XLVI musher Joar Leifseth Ulsom (bib #33) of Mo I Rana, Norway, was the first musher to reach the White Mountain checkpoint today at 7:52 a.m. with 12 dogs in harness.

Jed Ballard, Chief Financial Officer of Northrim Bank, presented the inaugural award to Ulsom, which included a \$2,500 check and a one-of-a-kind print by Anchorage artist Marianne Wieland.

"We're proud to be a Lead Dog Partner of the Iditarod, supporting this timeless Alaska tradition and celebrating the first musher in to White Mountain with the Northrim Bank Achieve More Award," said Ballard. "The Iditarod itself inspires fans to 'achieve more' and as an Alaska grown bank, we at Northrim applaud that pioneering spirit."

The Northrim Bank Achieve More Award will be re-presented at the Iditarod awards banquet in Nome on Sunday, March 18, at the Nome Recreation Center.

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