



USCC Names New Marketing/Media Relations Manager

Minto, ND, (July 15, 2009) – The United States Cross-Country snowmobile racing association announced today it has hired Jim Urquhart as its new Marketing and Media Relations Manager. Urquhart will oversee day-to-day sponsorship sales, fulfillment and communication duties for the circuit and serve as a constant public relations contact for USCC.

“Cross-country continues to grow and expand and what started six years ago as just a few racers has grown to hundreds,” said USCC President Pat Mach. “This year we’re launching USCC East as well, so we wanted to bring in someone to handle sponsorships and media relations full-time to make sure all the bases get covered on that end.”

Urquhart has served as editor of SNO-X Magazine for the past six years and has been an amateur snowmobile racer for almost 10 years, racing snocross and cross-country.

“When Jim came to us wanting to work full-time for the USCC, Pat and I took a step back, looked at our options and decided it was time to make the move,” said USCC Marketing Director Chad Colby. “Jim has helped us out for the past few years and I’ve raced against him so I know what kind of person he is. I know he’ll do great work for us.”

Anyone wishing to contact Jim Urquhart can do so via phone: 715/247-5052; or e-mail: jimu@usccracing.com.

USCC and USCC East schedules will be announced soon. The circuits will have two combined events, the Red Lake I-500 (January 15-17, 201) and a Supercross-style East-West shootout race set for Michigan later in the season. USCC membership packets are scheduled to be mailed out August 15, so sign up before then if you want USCC sponsor discounts. Be sure to check www.usccracing.com for the latest news and updates and sign up to receive the USCC newsletter, *The Course Marker*.