In 1933 at a fish camp just below Koyukuk on the Yukon River, a champion was born. That champion was George Attla Jr. George was raised in a subsistence lifestyle – fishing and hunting off the land with his family. George grew up to become known for his traditional lifestyle and as a champion of Dog mushing. By the 1950’s George had already become a legendary open-class sprint dog racer. His name is known and respected throughout the world. Known as the “Huslia Hustler” Attla Jr. won countless races and was even inducted into the first Alaska Sports Hall of Fame and later famed the Best Musher of the 20th Century. Governor Steve Cowper proclaimed April 29th, 1988 as “George Attla Day” and Tanana Chiefs Conference felt it was important to recognize his accomplishments and name April 29th as “George Attla Day”.

Submitted by the Beaver Village Council in 2015, the Full Board of Directors passed resolution 2015-01 to honor him each year on that day. All TCC calendars now read “George Attla Day” on April 29th and it will remain a time to honor a true Alaskan champion.