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**FIRST YUKON INTERNATIONAL FILM FESTIVAL TO BE ANNOUNCED AT THE TORONTO INTERNATIONAL FILM FESTIVAL**

WHITEHORSE – The 30th anniversary of the prestigious Toronto International Film Festival (TIFF) will present a rare opportunity to announce the first annual Yukon International Film Festival.

Now considered one of the most important film festivals world-wide and a rival to Cannes, TIFF is the perfect venue to promote Yukon's newest festival, as well as the upcoming annual Dawson City International Short Film Festival, now in its seventh year.

The Yukon Film & Sound Commission is hosting a reception Sept. 13 to invited government officials, producers, distributors and the media. This event not only gives the commission a chance to announce the festival, but also to present the Yukon as a film friendly location and announce new funds for co-production opportunities.

“Toronto presents an excellent opportunity to reach the media, production companies, producers and directors to let them know about the festival and our growing film industry,” Economic Development Minister Jim Kenyon said. “Film is an exciting sector in our revitalized, diversified Yukon economy.”

The first-ever Yukon International Film Festival will take place from June 21 – 25, 2006 in Whitehorse. The seventh annual Dawson City Short Film Festival takes place two months earlier, from April 14 – 17, 2006.

This special reception will feature film, music and food with a distinctly Yukon flavour. A selection of Yukon-produced films will be exhibited, and Whitehorse's Gordie Tentrees Band will play live while guests sample fresh salmon caught in Dawson City.

The Yukon delegation will also take the opportunity to promote Yukon music and tourism. Please visit the new festival website [www.yukonfilmfest.com](http://www.yukonfilmfest.com) throughout the year for updated information.

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