

FOR RELEASE #07-023

February 15, 2007

NATIONAL MARKETING CAMPAIGN LAUNCHED FOR THREE TERRITORIES

WHITEHORSE – Tourism and Culture Minister Elaine Taylor, on behalf of the Government of Yukon, announced that the multi-million dollar National Marketing Campaign is being officially launched in southern Canada on Feb. 15.

“The national marketing campaign is designed to promote and celebrate Canada’s North to southern Canadians – it is a great place to visit, to invest and to live,” Taylor said. “The North is an emerging and vibrant region. We believe we’ve captured the essence of that experience as it relates to economic and tourism opportunities by building positive brand awareness through this campaign.”

The Government of Yukon contributed \$2 million to the 2007 Canada Winter Games Host Society for the development and implementation of the \$5 million National Marketing Campaign in partnership with the governments of Canada, Northwest Territories, and Nunavut.

The marketing campaign, a joint initiative involving both the departments of Tourism and Culture and Economic Development, includes promotional spots for national television and movie theatres, along with national print advertising and magazine supplements. A new website, www.lookupnorth.ca, was created to support online advertising and to centrally manage interest generated by the advertising. The website links to territorial tourism and economic development websites.

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