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**STORYTELLING FESTIVAL FEATURED IN TOP 100 NORTH AMERICAN EVENTS**

WHITEHORSE – Minister of Tourism and Culture Elaine Taylor is pleased to announce that the Yukon International Storytelling Festival has been recognized as one of the Top 100 Events for North America by the American Bus Association (ABA).

“It is an honour for the Yukon International Storytelling Festival to receive this kind of recognition,” Taylor said. “By having the festival showcased in the Top 100 Events in North America listing for 2007, motorcoach travelers will be given an opportunity to choose a much loved and unique festival as part of their holiday experience.”

The American Bus Association Top 100 Events for North America magazine recognizes the best motorcoach friendly events across Canada and the United States. The Yukon International Storytelling Festival was chosen by a committee of ABA members who reviewed hundreds of nominations submitted by Canadian and American tourism offices, visitor bureaus and regional convention bureaus.

Yukon International Storytelling Festival Executive Director Lillian Grubach-Hambrook noted that it is an honour for the festival to be acknowledged as a premiere event by the American Bus Association. Grubach-Hambrook began working with the festival in 1992 as a volunteer and board member, and more recently as Executive Director since 2001.

“This is a blessing as the festival moves into its 20<sup>th</sup> anniversary celebration,” Grubach-Hambrook said. “We have been successfully entertaining new audiences for years. To be recognized at the national level, and to have access to the kind of exposure the Top 100 Events offers us, will showcase the festival to thousands of tour operators as they plan their itineraries for next year. We thank the ABA for choosing us.”

The 2004 Yukon Visitor Exit Survey noted that the motorcoach industry injected more than \$9 million into Yukon’s economy. In 2005, 95,936 travellers entered the Yukon by motorcoach, an increase of 15,786 passengers or 20 per cent from 2004.

The American Bus Association is headquartered in Washington, D.C. It will distribute approximately 10,000 copies of the Top 100 Events in North America magazine featuring the 2007 winners to all of its members and to thousands of travelers worldwide.

The Top 100 Events in North America listing can be found at [www.buses.org](http://www.buses.org).

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