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**YUKON GOVERNMENT RENEWS MARKETING AGREEMENT WITH FULDA**

WHITEHORSE – The Yukon government has signed another two year co-operative marketing Memorandum of Understanding (MOU) with the Fulda Challenge Extreme Arctic Winter Adventure, announced Tourism and Culture Minister Elaine Taylor.

“The two year MOU provides \$150,000 in co-operative marketing support each year to Fulda,” Taylor said. “By working together we are able to promote Yukon through a unique winter event that showcases Yukon’s majestic beauty, natural phenomena and wide open spaces to the world.”

“The Fulda Challenge event above all other marketing efforts represents the largest generator of awareness for our company,” Michael Kuhn, Managing Director of Fulda Reifen, said. “We look forward to the continuation of this event in the years to come.”

During the Fulda Challenge’s seven-day run, an estimated \$1 million is spent locally on equipment rentals, transportation, food and beverages, accommodations, staging of events and other services that benefit Yukon’s economy.

Taylor acknowledged the successful partnership between Fulda and the Yukon government. Yukon’s economy benefits from Fulda’s appearance in the territory each winter.

“Over the years, Fulda has stimulated the development of cross-promotions with tourism industry partners including tour operators, wholesalers and agents,” Taylor said. “It is this type of brand awareness through co-operative promotions that builds on our successes, making Yukon a desired winter destination.”

An estimated 40 million people worldwide view the Fulda Challenge each year, with an expected equivalent advertising value of over \$18 million. Partners such as Toyota and Condor will continue their support of the Fulda Challenge for winter 2007.

The event will run from Jan. 27 to Feb. 4, 2007. Kuhn added that next year, Fulda’s route will incorporate the Haines Junction area as well as featuring some Canada Winter Games facilities.

For further information on the Fulda Challenge, visit [www.fulda-challenge.com](http://www.fulda-challenge.com).

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