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NORTHERN PREMIERS CONTINUE NATIONAL MARKETING CAMPAIGN

WHITEHORSE – Premier Dennis Fentie is travelling to Toronto to participate in three events geared towards promoting the north as a great place to visit, invest and live.

Premier Fentie, along with Northwest Territory Premier Joe Handley and Nunavut Premier Paul Okalik, will address the Economic Club of Toronto during a breakfast panel discussion on April 10. Each premier will speak about the business opportunities in their territory.

At lunch, the three premiers will meet with members of the Board of Directors of the Prospectors and Developers Association of Canada.

Later the same day, the three northern premiers will appear live on Business News Network's Trading Day Segment at 2:30 p.m. EST. This show caters to more than 75,000 Canadian investors, and will give the premiers 30 minutes to talk about northern investment opportunities.

The day will end with a celebration of northern tourism at the Design Exchange on Bay Street for invited guests and national media. This event will highlight cultural and lifestyle elements of living and visiting the north. Participants will have an opportunity to taste northern foods, listen to entertainment and hear an address from each of the three premiers.

Fentie will also make a stop in Ottawa on April 9 to participate in the ceremony of remembrance marking the 90th Anniversary of the Battle of Vimy Ridge where he will place a wreath on behalf of all Yukoners. It is expected that more than 5,000 people will attend the Ottawa ceremony.

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Contact:

Roxanne Vallevand
Cabinet Communications
(867) 633-7949
roxanne.vallevand@gov.yk.ca

Dee Enright
Senior Manager, National Marketing Campaign
(867) 334-5203
dee.enright@2007canadagames.ca