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**KEEPING 'LARGER THAN LIFE' AND NATIONAL MARKETING CAMPAIGN MOMENTUM**

WHITEHORSE – Tourism and Culture Minister Elaine Taylor has announced \$500,000 in new funding, subject to legislative approval, in support of Yukon's *Larger Than Life* tourism branding initiative and the National Marketing Campaign that promotes Yukon and its sister territories as a great place to live, invest and visit.

"These two initiatives go hand-in-hand," Taylor said. "An example of buy-in and support for the tourism brand is the graphic design of the National Marketing Campaign's website [www.lookUPnorth.ca](http://www.lookUPnorth.ca) that has received thousands of hits since the marketing campaign first blanketed southern Canada in February."

Taylor added that tourism and economic development portals from the *lookUPnorth* site are visually consistent, which assures the user they are linking to Yukon information when searching the site.

The department will allocate \$100,000 to support the Yukon Tourism brand and associated *Larger Than Life* tagline to help further position Yukon as a destination of choice. This year, Yukon highway signs will be changed to reflect the Yukon brand and *Larger Than Life* tagline. Several Yukon government departments have embraced the new brand and are working to incorporate brand imagery and graphics into their respective materials, websites and programs. Funding will enable further work on *Larger Than Life* advertising and other promotional materials.

Another \$400,000 will support domestic tourism marketing initiatives that will further build on the successful National Marketing Campaign's positive awareness generated through television, cinema and print advertising that occurred before, during and after the 2007 Canada Winter Games.

"Many people saw the television ads showcasing the *lookUPnorth* pan-northern images," Taylor added. "By working together and providing the same look and feel with consistent messaging, we affirm the importance of Yukon's personality to outside audiences."

The National Marketing Campaign accomplished its pan-northern objective to promote Yukon and its sister territories by sharing information on tourism and economic opportunities.

"It allowed us to get the message out about what we can offer to visitors and investors," Taylor said. "We wanted to show that anyone coming North can enjoy extraordinary personal experiences that will enrich their lives. This follow-up marketing campaign will build on that accomplishment."

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