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GATEWAY CITIES PROMOTE FOUR FRIENDS, FOUR DAYS, FOUR WAYS

WHITEHORSE – Tourism and Culture Minister Elaine Taylor says that the latest tourism ‘Four Friends, Four Days, Four Ways’ promotional campaign is encountering greater than anticipated success.

Tourism Yukon and Air North Airlines are giving away three Yukon adventure trips through the ‘Win Yukon: Four Friends, Four Days, Four Ways’ contest. Lucky winners will choose three friends to join them on a four-day Yukon adventure, including a choice of four activities.

“The promotion involves working with top ranked radio stations in Vancouver, Calgary and Edmonton. These three southern cities are where the majority of Yukon’s air traffic originates,” Taylor said.

The Department of Tourism and Culture anticipated 1,700 entries, but with the contest underway in just two of the three cities, there have been almost 4,500 entries so far.

“The bottom-line is that with more visitors, there will be economic benefit for our tourism sector, better load factors for Air North and more affordable airfares for everybody,” Air North president Joe Sparling said. “Increased awareness of our destination and extending an invitation to Western Canadians to visit at an affordable price is paying off.”

Additional prizes have been supplied by high-profile corporate partners, including Giant mountain bikes, Columbia outdoor gear, and Sorel footwear.

Winners choose four activities from a list that includes: rafting, canoeing, biking, ATV trips, golf, fishing, hiking, dog sledding, snowmobiling, cross-country or downhill skiing, ice fishing, aurora viewing, and/or attendance at the Yukon Sourdough Rendezvous and the Yukon Quest.

Listeners to Rock 101 in Vancouver, Country 105 in Calgary, and K-ROCK in Edmonton are invited to visit the winyukon.com website, enter the contest and receive a promotional brochure. Web visitors may also request a Yukon Vacation Planner to further entice Yukon visitation.

People in the Vancouver/Whistler area will have an additional chance to enter the contest by visiting the Yukon booths at the start and finish points of the Vancouver to Whistler Adventure Race, Sept. 10 and 11. That is where ‘Team Yukon’, with Whitehorse residents Greg and Denise McHale, will compete in an outdoor adventure race involving mountain biking, kayaking and trail running.

Yukoners can tune in to the southern radio stations via satellite dish or listen to CFET 106.7 FM, out of Tagish, that is re-broadcasting Vancouver’s Rock 101. Or for more information, visit the winyukon.com website.

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