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BIKER TV SHOWCASES RIDE YUKON TO NATIONAL TELEVISION AUDIENCES

WHITEHORSE – Season two of Biker TV is underway, with more than one million Canadians watching the weekly television show on Global television.

A half-hour program featuring Ride Yukon 2005 will air this weekend, and connect Yukon music with the footage.

“This kind of national television coverage, focused on a lifestyle/travel theme for motorcycle enthusiasts, is but one initiative supported through government’s media relations, all meant to encourage potential visitors to choose Yukon as their holiday destination,” Tourism and Culture Minister Elaine Taylor said.

Satellite viewers can access the program on Saturday, Feb. 25, at 10:30 a.m. on Global television stations out of Ontario, Quebec, Calgary and Edmonton. Cable viewers can access the half-hour program on Sunday, Feb. 26, at 10:30 a.m. on Global BC.

After the premiere showings the program will also air a number of times again on other networks.

Tourism and Culture worked in partnership last summer with Ride Yukon in assisting Biker TV with filming the first Ride Yukon event. The success of that trip has led to a full 30 minute program showcasing Yukon that will now include Yukon music.

“We are using Yukon music thanks to the gracious assistance of Mark Smith and the many talented artists which will make the half-hour program resonate with honesty and local elements that are key to good television,” Biker TV executive producer Tom Mann said.

“Ride Yukon is much more than a gathering of motorcycle enthusiasts. Or simply enjoying a long bike ride to bring people North of 60. It’s also a lot of fun,” Ride Yukon event coordinator Dick Watts said. “It is hoped that the Biker TV half-hour program will generate interest and excitement for motorcycle enthusiasts to come for Ride Yukon 2006.”

Ride Yukon 2006 takes place June 22-25 under the theme motorcycles, music and midnight sun.

“It’s a coup for Yukon and our talented Yukon recording artists,” Music Yukon executive director Mark Smith said. “The fact that Biker TV came and liked what they saw has translated into ‘Come back and film a bigger segment’ which they are doing,” adding that they are bringing their film crew back for Ride Yukon 2006 and including Dawson City in the filming trip.

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BACKGROUND: Additional information on Biker TV, Ride Yukon and Music Yukon

Contact:

Peter Carr
Cabinet Communication
(867) 667-8688
peter.carr@gov.yk.ca

Karen Keeley
Communications, Tourism and Culture
(867) 667-8304
karen.keeley@gov.yk.ca

BACKGROUNDER INFORMATION ON BIKER TV, RIDE YUKON AND MUSIC YUKON

In 2005, Ride Yukon held its first annual event, bringing motorcycle enthusiasts to Yukon for a three day fun-filled extravaganza filled with community interaction and the opportunity to see southern Yukon. Bikers and guests also enjoyed the inaugural ride on the White Pass & Yukon Route Steam Excursion to historic Bennett Station with Engine No. 73.

Ride Yukon 2006 takes place June 22-25 under the theme motorcycles, music and midnight sun. Events will include a trip to Skagway, Whitehorse and Carcross. A bike ride to Braeburn, the Midnight Bun Run, will also offer the motorcycle enthusiast a chance to experience a Yukon sunset. Other activities will include a parade in Whitehorse, games, dinner, entertainment and awards ceremony.

Two-hundred people registered for Ride Yukon 2005, plus many who saw the publicity on the ride and didn't register, still came to the three-day event. It is expected that more will register for the 2006 event. Last year, many who came stayed an average of 5 – 7 days at local hotels and ate in local restaurants.

For more information on Biker TV go to www.bikertv.ca, for Ride Yukon 2006 go to www.rideyukon.com, and for Yukon's music scene, go to www.music yukon.com.

Contact information:

Biker TV
Tom Mann
Executive Producer
647-438-6166 (Toronto)
info@bikertv.ca

Ride Yukon
Dick Watt
Event Coordinator
867-456-7433
info@rideyukon.com

MusicYukon
Mark Smith
Executive Director
867-456-8742
mark@music yukon.com