

FOR RELEASE
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Government of Yukon invests in support for mine sector promotion activities

WHITEHORSE—The Government of Yukon will be providing support to the Yukon Mining Alliance for a \$1 million mining attraction initiative to be undertaken over the next three years.

"In 2013, the Government of Yukon and the Yukon Mining Alliance launched strategically planned investment attraction initiatives in a manner that is led by industry and supported by Yukon government," Minister of Economic Development Stacey Hassard said. "This cooperative effort has provided for strong collaboration and valuable global investment attraction promotion projects and is a significant component of the Yukon Mining Investment Attraction Strategy."

Building on the strong industry partnership promoting Yukon's cornerstone industry of mining, the Government of Yukon will be committing support up to \$300,000 annually over the next three years towards this initiative. The Yukon Mining Alliance will be contributing an additional \$33,500 per year annually, and in consultation with the Government of Yukon, will design, deliver and manage the promotion and advertising of a series of events from 2016 to 2019.

Undertaking strategic and targeted opportunities that distinguish Yukon's potential as a leading jurisdiction in Canada and internationally serves to create long term sustainability for the minerals sector, along with a prosperous Yukon economy.

This funding allows the Government of Yukon and the Yukon Mining Alliance to continue to shape the investment landscape in Yukon for the benefit of all Yukoners and position the territory for the rebound of mineral commodities.

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