

FOR RELEASE
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Yukon's placer industry to bolster knowledge and awareness

WHITEHORSE—The Government of Yukon will provide \$196,000 over three years to the Klondike Placer Miners' Association (KPMA) to undertake an economic impact analysis and public awareness campaign.

"We recognize Yukon's placer mining industry has been one of the territory's most important cultural and economic contributors for more than 100 years," Minister of Economic Development Stacey Hassard said. "The information gathered through this project will help support a healthy, sustainable industry for years to come."

The economic impact analysis will estimate the placer industry's contribution to Yukon's economy relative to other industries. The public awareness campaign will focus on a collaborative public engagement strategy designed to increase public knowledge about the placer mining industry.

The project will be funded through Economic Development's Strategic Industries Development Fund. KPMA anticipates the campaign will increase awareness of the socio-economic benefits and cultural impacts of the placer industry. The association also hopes the project will help grow its membership and enhance its capacity.

"Placer mining is at the very core of Yukon's culture and identity," KPMA president Mike McDougall said. "We look forward to the opportunity to demonstrate to all Yukoners the positive social and economic contributions placer mining makes, not only to the Klondike region but to the entire territory."

The KPMA was established in 1974 by 56 placer miners who gathered in Dawson City to promote and protect the interests of their industry. Since then, the KPMA has grown and now includes approximately 100 family-owned and operated placer mines from several regions across Yukon.

The Yukon government continues to promote Yukon as an attractive jurisdiction for mining and other business investment, leading the way to a sustainable mining industry that will create lasting benefits for all Yukon residents.

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