



Government of Yukon

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February 17, 2010

Economic Development promoting Yukon at 2010 Winter Games

WHITEHORSE – Economic Development Minister Jim Kenyon and department officials are participating at various business and investment events at the Vancouver 2010 Winter Olympic and Paralympic Games.

"The Olympics will bring the world to Vancouver and Yukon will be a visible part of the experience," Kenyon said. "We are taking advantage of this opportunity to promote Yukon by showcasing investment opportunities and highlighting its businesses."

The Department of Economic Development is taking part in several events in Vancouver with a distinct focus on investment attraction and business opportunities. These events include:

Investors' event, February 17:

- Economic Development will co-host, in partnership with West Vancouver and the Nunavut government, a mining investment attraction event called A Mine Altering Experience. This event will give Yukon-based mining companies the opportunity to network with potential investors.

Business showcase, February 17 to 19 and on Yukon's First Nations Day, February 21:

- The department in partnership with the Yukon Indian Development Corporation and the Council of Yukon First Nations will be participating in the Artisan Market and Business Showcase promoting Yukon First Nation investment and business opportunities.

Evening reception, February 22:

- Economic Development and the Government of the Northwest Territories will host a private business reception for Pacific Northwest Economic Region (PNWER) delegates at Canada's Northern House following a special PNWER meeting. The reception will focus on Yukon's small and medium-sized business export opportunities and related trade with jurisdictions like the states of Alaska and Washington.

"This is an extraordinary opportunity to highlight and raise awareness of northern Canadian lifestyles, culture and investment opportunities. We can truly elevate Yukon's status as a place to live, work and do business," Kenyon added.

The minister will also be in attendance at Yukon Day on February 20 at Canada's Northern House, and will attend various Yukon cultural performances, victory celebrations and media receptions. Economic Development's contribution is only a portion of Yukon's overall 2009-10 budget to support activities related to the Vancouver 2010 Winter Olympic and Paralympic Games.

For more information about Yukon's participation at the 2010 Olympics visit www.gov.yk.ca or visit www.canadasnorth.com for information on all northern performances and activities.