



Government of Yukon

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Yukon Tourism Champion Award presented to Ranj Pillai

WHITEHORSE—Whitehorse city councillor Ranj Pillai has received the 2011 Yukon Tourism Champion Award from Tourism and Culture Minister Elaine Taylor.

"Each year this award is presented to an individual who goes above and beyond to promote the territory to others in a way which goes beyond traditional marketing methods," Taylor said.

"Ranj's work to help bring Scotiabank Hockey Day in Canada to Yukon accomplished this and more. We congratulate Ranj on being this year's winner of the Yukon Tourism Champion Award."

Pillai's work to bring Scotiabank Hockey Day in Canada to Yukon rallied community support from more than 200 volunteers and organizers, including Sport Yukon, Yukon Amateur Hockey Association, Whitehorse Minor Hockey Association and the City of Whitehorse, resulting in grassroots level activities aimed at families, kids and sport enthusiasts.

Thirteen hours of CBC national television coverage and featured stories in print publications attributed to primetime coverage that promoted Whitehorse, the territory, its residents, and its love of hockey with a nation.

"It is very humbling to have this opportunity to receive such a prestigious award and I thank the committee," Pillai said. "I do however want to say that the true champions of the 2011 Scotiabank Hockey Day in Canada event were the organizing committee and tremendous volunteers who made the event such a success."

During the week leading up to the hockey event, Whitehorse and Dawson City hosted more than 60 events that included Yukon Arts Centre's Stolen from a Hockey Card cultural presentation, sport and media celebrity school visits, street hockey and old-timers hockey, alumni games, a Western Hockey League game, family skates, hockey history and celebrity autograph signing, appearances by the Calgary Flame's Harvey the Hound, and interviews with CBC's Don Cherry, Ron MacLean and other sport celebrities.

The Yukon Tourism Champion Award is facilitated through the Department of Tourism and Culture. The selection committee, comprised of members from the department, Yukon government's Executive Council Office, the Tourism Industry Association of Yukon and the cultural sector adjudicated seven nominations for the third annual award.

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See photograph below.

Contact:

Brianne Young
Cabinet Communications
867-633-7949
brianne.young@gov.yk.ca

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

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Tourism and Culture Minister Elaine Taylor presents 2011 Yukon Tourism Champion

Award to Ranj Pillai. His work to spearhead Scotiabank Hockey Day in Canada rallied community support that led to primetime national television coverage showcasing Whitehorse, the Yukon, its residents and its love of hockey with a nation.

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