



FOR RELEASE
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Winning producer of Yukon Digital Storytelling Project announced

WHITEHORSE—The winning producer in the Yukon Digital Storytelling Project was announced today. Marty O'Brien was chosen by a professional jury for his innovative and creative three-part Yukon video series entitled A Northern Influence.

The project is one component of the Yukon Now marketing program, which is helping to raise awareness of Yukon as a year-round travel destination by using social media such as Facebook, YouTube, Tumblr and Twitter to reach target audiences. It called on Yukon content creators to submit their ideas for a series of videos that showcase Yukon as a great place to visit.

"Thank you to all of the finalists, who created unique videos about life in Yukon," Minister of Tourism and Culture Elaine Taylor said. "The Yukon Now project is fostering our incredibly creative local talent while successfully promoting Yukon as a travel destination."

Each finalist worked with a \$21,000 budget to create three short videos, each running between three and eight minutes. O'Brien receives a package for two to attend the Banff World Media festival in June, including flights courtesy of Air North, accommodation and festival registration.

"I am very thankful to be selected as the winning producer of this project," O'Brien said. "The project enabled our team to expose these Yukon stories and the unique people behind them. I hope these stories spark the interest and curiosity of people who are thinking of travelling up here."

All episodes are available on Travel Yukon's Tumblr site. To date they have been viewed more than 8,000 times. The public is also invited to share original content on Tumblr to help showcase what makes Yukon a unique place to visit.

The Yukon Now marketing program is an initiative that expands Tourism Yukon's domestic marketing. The joint funding provided by the Government of Yukon and the Canadian Northern Economic Development Agency (CanNor) was announced in September. Each government is investing an additional \$1.8 million over two years to Yukon's tourism marketing budget. This represents the single largest tourism marketing initiative in Yukon's history.

Learn more: Travel Yukon on Tumblr

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