



FOR RELEASE

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## **Yukon government supports the Klondike Visitors Association and Dawson City tourism**

WHITEHORSE—The Yukon government is providing a one-time, \$1.1 million contribution to the Klondike Visitors Association (KVA) in Dawson City to replace aging slot machines at Diamond Tooth Gerties Gambling Hall.

"Through this investment we are helping ensure that Diamond Tooth Gerties continues to be a key tourism asset for Dawson City, as well as a significant source of revenue supporting tourism promotion by the Klondike Visitors Association," Minister of Community Services Brad Cathers said. "Revenue from slot machines at Diamond Tooth Gerties is also a major source of funding for the Crime Prevention and Victim's Services Trust Fund."

Under Yukon's *Lottery Licensing Act*, which limits licensed gaming to charitable organizations, the Yukon government receives 25% of the KVA's slot machine revenue, which it directs to the Crime Prevention and Victim Services Trust Fund. This fund provides support to Yukon community groups for projects aimed at preventing crime and supporting victims.

"For more than 40 years, revenue from Gerties has gone towards preserving historic sites, producing local events and marketing the Klondike to the world," Minister of Tourism and Culture Mike Nixon said. "The new slot machines will provide an even more enjoyable visitor experience in the 2015 season."

In addition to operating Diamond Tooth Gerties, Jack London Museum and Free Claim # 6 during the summer season, KVA functions year-round as the destination marketing organization for the Klondike region. It also organizes annual events such as the Yukon Gold Panning Championships, Thaw Di Gras Spring Carnival and the Great Klondike International Outhouse Race, which attract thousands of visitors each year to the area.

"KVA is a long-standing, not-for-profit community association. Net revenues from Gerties are essential to support the organization's many diverse activities," KVA chair Brian Stethem said. "This important financial contribution from the Yukon government will help to ensure our continued success. This money will be used to offset the costs of replacing all of the slot machines at Gerties and bring slot operations up to current gaming industry standards with ticket in, ticket out (TITO) equipment and accounting systems."

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