



FOR RELEASE  
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## **Four finalists chosen for Yukon Digital Storytelling Project**

WHITEHORSE—Four successful producers have been named as finalists in the Yukon Digital Storytelling Project, Minister of Tourism and Culture Mike Nixon announced today.

The project is one component of the Yukon Now enhanced marketing program which will help raise awareness of Yukon as a year-round travel destination. The digital storytelling project, coordinated with the Screen Production Yukon Association (SPYA), called on Yukon content creators to submit their ideas for a three-part web series that showcases Yukon as a great place to visit.

The finalists are:

- *Yucon* by Brendan Preston (Comedy/Mockumentary)
- *A Northern Influence* by Marty O'Brien (Lifestyle/Documentary)
- *Hors des Sentiers Battus* by Simon d'Amours (Lifestyle/Documentary)
- *Equinox Ice-Towers* by Christopher Gishler (Documentary)

"I am pleased to see the involvement of many talented Yukoners through this digital storytelling project, which is just one of the innovative components of the Yukon Now program," Nixon said. "Yukon Now is building on the existing momentum of tourism marketing to help boost Yukon's tourism sector, which this government sees as a strong contributor to our economy."

The submissions were reviewed by a professional jury and the finalists will now produce three webisodes each, with a \$21,000 budget. The series will be released February 19, February 26 and March 5.

"SPYA is really pleased to see Yukon's talented filmmakers engaged in this project," president of SPYA Chris McNutt said. "This part of Yukon Now is an excellent opportunity for members of Yukon's growing film industry to help share what makes Yukon unique."

This spring, the jury will assess the final submissions and choose a winner. In partnership with Air North, the winning producer will receive flights, accommodation and festival registration for two to attend the Banff World Media festival taking place in June 2015.

"Congratulations to the four finalists and I wish you all the best of luck with your final submissions," Nixon added.

The Yukon Now marketing program is a new 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: Yukon-Generated Content Project

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