



FOR RELEASE  
November 14, 2014

## **Yukon welcomes the 14th annual Fulda Challenge**

WHITEHORSE—Yukon's overseas tourism marketing will get a boost when the territory once again hosts contestants, delegates, foreign journalists, and organizers for the 2014 Fulda Challenge.

The Fulda Challenge, taking place November 14 to 21, will travel from Whitehorse to Eagle Plains and back via the Dempster Highway. Participants will compete in a number of extreme winter activities along the route.

The Fulda Challenge has been hosted in Yukon since 2000. This year, the event is being held in November for the first time in order to align with changes in the German marketplace.

"As always, we are very happy to welcome the Fulda Challenge to Yukon," Minister Mike Nixon said. "The change in date for Fulda means Yukon will see the benefits from earlier sales of Yukon summer tourism products which will be promoted through media coverage during the event."

Minister Nixon recently completed a successful tourism trade mission to Europe which included a meeting with Fulda representatives.

"The Yukon government is proud of its partnership with Fulda. Our ongoing relationship makes us both stronger as we work together to promote our respective brands in German-speaking Europe," Nixon added.

The Fulda Challenge directly contributes an estimated \$1 million through equipment rentals, accommodation, food and beverage, transportation, staging of events and other services.

Learn more: [Fulda Challenge](#)

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*News Release #14-257*