

FOR RELEASE
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Government of Yukon celebrates Our Yukon, In It Together Campaign

WHITEHORSE—The Government of Yukon is supporting the significant social and economic contributions the territory's mineral exploration and development industry provides Yukon residents and communities by celebrating the Yukon Chamber of Mines' *Our Yukon, In It Together* campaign.

The campaign, which works to help Yukoners better understand how mining positively impacts their lives and their livelihoods, unveiled a vibrant window display on Second Avenue in Whitehorse last week.

"Now more than ever, it is crucial that we stand behind and celebrate our mining industry and most importantly, our friends and neighbours who work within the industry and support its efforts," Minister of Economic Development Stacey Hassard said. "The *Our Yukon, In It Together* campaign reflects our government's beliefs that the firm economic, environmental, cultural and community values demonstrated by our mining industry indeed come together to make a stronger Yukon."

Yukon Chamber of Mines executive director Samson Hartland said: "In addition to being our territory's most significant private sector employer and contributor, the benefits of mining extend far beyond the industry to enrich our communities and the lives of all Yukoners. From financial support for our territory's hospitals and local charities to training programs and innovative environmental and wildlife habitat preservation research initiatives with our college, our mining industry is a responsible, committed and vital partner and support from Yukoners is critical if we are to uphold the quality of life we enjoy here in this, our Yukon."

Our Yukon, In It Together project manager Amanda Leslie said: "Almost two-thirds of Yukoners believe a balance can be struck between mining and protecting the environment and we want to help people understand that this is absolutely the case here in the territory. By telling real stories of the individuals who move our territory forward in a responsible way as stewards of our environment, our economy, our culture and our health and wellness, we collaborate with industry members, Yukon First Nations and educators to help highlight mining's importance to Yukon and Yukoners."

This past January, the Government of Yukon committed \$150,000 per year for three years to the Yukon Chamber of Mines for the campaign's development and implementation. The Department of Economic Development provides the funding.

To learn more about *Our Yukon, In It Together*, please visit www.ouryukon.ca

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