

FOR RELEASE  
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## **Explore Your Yukon campaign launched at Whitehorse Visitor Information Centre**

WHITEHORSE—The 2016 Explore Your Yukon campaign is being launched today. The campaign inspires Yukoners to learn, explore and share what there is to see and do in the territory. It is taking place Yukon-wide until May 30.

"Explore Your Yukon is a great way to kick off the summer tourism season and for locals to discover our historic sites, museums and cultural centres, galleries and unique local businesses," Minister of Tourism and Culture Elaine Taylor said. "By experiencing all that the territory has to offer, Yukoners become ambassadors for future visitors."

Residents and visitors are encouraged to pick up their Explore Your Yukon pass at any Yukon Visitor Information Centre (VIC) to access discounts and incentives for Yukon travel, culture, food and adventure. By sharing their experiences on Facebook, Instagram or Twitter using #explore yukon, their friends and family will learn what Yukon has to offer.

"Miles Canyon Historic Railway Society is pleased to be participating in Explore Your Yukon again this year. This program is a great way to engage Yukoners in the Waterfront Trolley and Copperbelt Railway and Mining Museum and we are grateful to Tourism Yukon for initiating this event," executive director Angela Drainville said. "We look forward to seeing all of our local train fans during Explore Your Yukon."

Anyone who picks up an Explore Your Yukon pass will also be entered into a draw to win prize packages donated by local businesses.

Yukon VICs are located in Beaver Creek, Carcross, Dawson City, Haines Junction, Watson Lake and Whitehorse.

From May 1 to September 30, all six VICs are open from 8 a.m. to 8 p.m.

Learn more:  
Explore Your Yukon  
Yukon Visitor Information Centres

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