

FOR RELEASE  
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## **Explore Your Yukon event attracts more than 950 people**

WHITEHORSE—More than 950 Yukoners and honorary Yukoners picked up a free Explore Your Yukon pass at Yukon Visitor Information Centres. Pass holders benefitted from exclusive offers from more than 50 businesses and organizations across the territory.

"Explore Your Yukon kicked off the tourism season and saw locals discovering Yukon travel, culture, food and adventures," Minister of Tourism and Culture Elaine Taylor said. "Pass holders became our ambassadors, sharing their experiences on Facebook, Instagram and Twitter and showcasing Yukon to their friends and family."

This year's pass holders enjoyed exclusive discounts, offers and prizes from 58 local businesses, museums, cultural centres, historic sites and attractions.

"It is important to any community in our territory, including Dawson City, that Yukoners visit attractions, cultural events, museums and local businesses at any time of the year," Klondike Visitors Association marketing and events manager Paul Robitaille said. "Dawson City welcomed both new and familiar visitors during Explore Your Yukon, and hope they return again with family and friends in the near future."

Each pass holder was eligible to enter a draw for prizes. Following the draw on June 10, four lucky winners picked up prize packages ranging in value from \$1000 to \$2500.

"I'm very happy that I won a trip to Dawson City," winner Brian Pehora said. "Seeing the film City of Gold at the MacBride Museum in Whitehorse cemented my desire to go to Dawson City and I'm really looking forward to seeing the place where such an interesting period of Canadian history unfolded."

Yukon Visitor Information Centres are located in Beaver Creek, Carcross, Dawson, Haines Junction, Watson Lake and Whitehorse. All six centres are open from 8 a.m. to 8 p.m., May 1 to September 30.

This was the second year of the Explore Your Yukon campaign. It took place Yukon-wide from May 20 to 30.

Learn more  
Explore Your Yukon  
Yukon Visitor Information Centres

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## **See photo and backgrounder.**

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## **Backgrounder:**

Prizes for the Explore Your Yukon initiative were donated by local Yukon businesses and organizations. Prize packages were claimed by the following winners following the June 10th draw:

Prize Pack #1 (\$2500 value): **Claudine Morin**  
Prizes provided by:  
Ruby Range Adventures  
Northern Lights Resort and Spa  
Yukon Brewing

Prize Pack #2 (\$1400 value): **Brian Pehora**  
Prizes provided by:  
Air North, Yukon's Airline  
Eldorado Hotel  
Fishwheel Adventures  
Bombay Peggy's

Prize Pack #3 (\$1200 value): **Esther Dobbs**  
Prizes provided by:

Alpine Aviation  
Muktuk Adventures  
Yukon Wildlife Preserve  
Takhini Hot Springs Campground

Prize Pack #4 (\$1200 value): **John Fox**

Prizes provided by:

Rock Star Adventures  
Sky High Wilderness Ranch  
Kanoë People  
Talbot Arm Motel  
Icycle Sport  
Old Log Church Museum  
Parks Canada

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