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NEWSrelease

FOR RELEASE #10-073

April 30, 2010

Yukon Film & Sound Commission wins on the global stage

WHITEHORSE – The Yukon Film & Sound Commission is ranked among the best in the world with its third-place award for the most informative marketing booth at the Locations Trade Show in Santa Monica, California.

"Congratulations to the commission for receiving this honour, a well-deserved reward for the hard work and dedication of its staff," Economic Development Minister Jim Kenyon said. "This is an impressive award to receive considering there are several hundred film offices and commissions from all over the world represented at the show."

The Association of Film Commissioners International (AFCI) recognized the Yukon Film & Sound Commission at the AFCI Marketing and Booth Awards, a global competition encouraging film commissions to put forth winning components of their marketing and advertising campaigns. The awards were presented at the AFCI general assembly meeting on April 17 during the Locations Trade Show.

For a quarter-century, the Locations Trade Show has been the premier gathering place of filmmakers. Film industry professionals are invited to enjoy three days of attention-grabbing exhibits, discussions and free exposure to hundreds of film offices and commissions showcasing the best locations, local resources, service providers and financial incentives worldwide.

"The Yukon government continues to support the growth and development of our local film and sound industries, and this award will help give Yukon global exposure as a desirable film location," Kenyon added.

For more information about the Yukon Film & Sound Commission visit www.reelyukon.com.

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