



Government of Yukon

Government of Yukon » June 2010 » News Release #10-099

Newsroom

Latest news releases

News by theme

News by department

- Community Services
- Economic Development
- Education
- Energy, Mines and Resources
- Environment
- Executive Council Office
- Finance
- French Language Services Directorate
- Health and Social Services
- Highways and Public Works
- Justice
- Public Service Commission
- Tourism and Culture
- Women's Directorate

News by corporations

- Yukon Development Corporation
- Yukon Energy Corporation
- Yukon Housing Corporation
- Yukon Liquor Corporation
- Yukon Workers' Compensation Health and Safety Board

Joint news releases

Premier's News

News by date

2017 news releases

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

News archive



NEWSrelease

FOR RELEASE #10-099

June 8, 2010

Yukon celebrates three tourism champions

WHITEHORSE – The second annual Yukon Tourism Champion Award has been presented to three individuals whose energy, enthusiasm and interaction with others have helped raise the profile of Yukon as a travel destination.

"Yukoners are essential to attracting visitors to this wonderful place we call home," Tourism and Culture Minister Elaine Taylor said. "The Yukon government is pleased to recognize Marg White, Dennis Shorty and Jennifer Fröhling for their willingness to share Yukon with others wherever their travels take them. Each of these individuals exemplifies the spirit of the award, which recognizes people who constantly promote the territory in their day-to-day lives."

A well-known volunteer in the sport and recreation sector, Marg White was nominated for her enthusiasm and willingness to share what is wonderful about her hometown. While volunteering as a curling official at the 2010 Winter Olympic Games in Vancouver, White spent her spare time volunteering at Canada's Northern House where she always had a large, spellbound crowd gathered around her.

"I am honoured to have been selected for this award," White said. "I am a long time Yukoner and am always proud to promote Yukon as one of the most beautiful places to visit, explore and call home."

Dennis Shorty is a Kaska artist who is particularly proud of his First Nation heritage. Together with his partner Jennifer Fröhling, the two frequently travel to exhibit his work and participate in festivals and other events. During their travels, they tirelessly promote Yukon by talking with people and distributing tourism materials. The couple also shares First Nation traditions through visual arts, music, and interaction with people. Shorty and Fröhling are currently traveling in Germany.

"We accept the Yukon Tourism Champion Award with great honour and are more than happy to promote the Yukon through our travels and to the people we meet," Fröhling said. "We'd like to thank all the people who were involved in the award."

The awards were presented as part of Tourism Week, which runs from June 7 to 13.

For more information about the Yukon Tourism Champion Award go to www.tc.gov.yk.ca.

-30-

See photo below.

Contact:

Emily Younker
Cabinet Communications

Heather LeDuc
Communications, Tourism & Culture

867-633-7961
emily.younger@gov.yk.ca

867-667-5318
heather.leDuc@gov.yk.ca

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Dennis Shorty (right) and Jennifer Fröhling (second from right) cook bannock for a fundraiser for youth firefighters in the German town of Ludwigsfelde near Berlin. A Yukon Vacation Planner is strategically placed next to the frying pan.

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