

FOR RELEASE  
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## Local artists celebrate Yukon with new tourism banner designs

Six new tourism banner designs were unveiled today at the Yukon Visitor Information Centre in Whitehorse. The artwork on the new banners was designed by Yukon artists and will be displayed outside the six Yukon visitor information centres, at visitor attractions and along roadways across the territory.

Designs in the new collection highlight Yukon tourism themes including First Nations heritage and culture, spectacular wilderness and wildlife, scenic drives and Klondike Gold Rush history, as well as two banners celebrating the 150th anniversary of Confederation and the 75th anniversary of the Alaska Highway.

### Quotes

"We were proud to unveil this stunning collection of new tourism banners that showcase Yukon artwork and welcome visitors to the territory. By incorporating artwork created by Yukon artists into public spaces, we are celebrating and promoting Yukon arts, culture, heritage and tourism. Yukon is a culturally vibrant and exciting place with incredibly talented artists and we want to showcase that to visitors to our territory.

*–Minister of Tourism and Culture Jeanie Dendys*

"My goal in creating this banner artwork was to create a piece people could see themselves in. I wanted visitors and Yukoners to be able to see themselves standing on the edge, looking out at the beauty and magic of Yukon before them. I was thrilled and honoured to have been chosen to be part of this project."

*–Artist Rosemary Scanlon*

### Quick facts

- Following a request for proposals, an adjudication committee chose six Yukon artists to design the banners: Erin Dixon, Leslie Leong, Daphne Mennell, Stephanie Ryan, Rosemary Scanlon and Lorraine Wolfe.
- Visitors and locals can find a series of postcards describing the art and the artist of each banner design at any of the Yukon's six visitor information centres.
- More than 300,000 people visit Yukon visitor information centres annually.

**Learn more:** Tourism Banner Project

### See photo.

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