



Government of Yukon

Government of Yukon » March 2011 » News Release #11-044

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



NEWS *release*

FOR RELEASE #11-044
March 17, 2011

Southern Canadians expected to Look Up North

WHITEHORSE—TV screens across Canada will be featuring some familiar scenes in Canada's North beginning Friday, March 18.

The Government of Canada's recent announcement of \$3.4 million in support of the Canada's North pan-northern marketing campaign begins with 30-second television ads highlighting the three territories to southern Canadians.

"Canada's North marketing campaign builds on the success of the 2007 LookUpNorth and 2010 Olympic Pan-North marketing campaigns," Tourism and Culture Minister Elaine Taylor said. "By integrating the strengths of these two initiatives, we've been able to increase our investment in media placements even more which will encourage Canadians to learn more about and visit Yukon, Nunavut and Northwest Territories."

Approximately \$500,000 of the \$3.4 million will be spent this spring airing the television commercials in the key domestic markets of Vancouver, Edmonton, Calgary, Toronto and Montreal.

The more than 700 primetime spots will be aired during conventional programming such as Calgary and Vancouver's evening news hours. Also included are the *Amazing Race*, *American Idol*, *Survivor* and *House* and specialty programming including *Ice Road Truckers*, *Holmes Inspection* and *Iron Chef*.

Viewers will be directed to the Canada's North website where they can link to the Northwest Territories, Yukon and Nunavut travel websites.

The television spot airs on Canadian broadcast stations beginning March 18 and goes until April 8. The campaign is designed to heighten awareness of Canada's North as a desirable year-round tourism destination and also includes a web advertising presence on Facebook and Google.

-30-

Pan North Consortium Television spots timeline

Contact:

Brianne Young
Cabinet Communications
867-633-7949
brianne.young@gov.yk.ca

Karen Keeley
Communications, Tourism & Culture
867-667-8304
karen.keeley@gov.yk.ca

<%img_newsarticle%>