



FOR RELEASE  
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## **Yukon celebrates the season with homegrown products**

WHITEHORSE—With the holiday season in full swing, Tourism and Culture Minister Mike Nixon encourages Yukoners to buy local and support the territory's cultural industries.

"Thanks to retailers, craft sales and markets carrying Yukon-made products, it's easier than ever to buy local this holiday season," Nixon said. "The Created in the Yukon program helps identify the incredible array of unique items produced by our artists and craftspeople and makes it easy for shoppers to find the perfect gift, or something festive for their home."

The Created in the Yukon program consists of a snowflake logo printed on price tags, as well as shopping bags and stickers to promote authentic Yukon-made items. The logo is used on items ranging from clothing and artworks to books, CDs, jams and jellies.

To see a sample of the products available locally, the public is invited to view the Christmas tree at the Whitehorse Visitor Information Centre, which is decorated with Yukon-made arts and craft items.

"The tree captures the colour and diversity of Yukon's creative community," Nixon added. "We hope that by celebrating the season in this way, we're sharing this creative spirit with all Yukoners."

Created in the Yukon promotional materials are available free of charge to artists and crafts people. For more information on the program visit online or call the visual arts curator at 667-5858.

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