



## Government of Yukon

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**NEWS**release

FOR RELEASE #11-004

January 17, 2011

### Fulda Challenge embraces Arctic elements

WHITEHORSE—The Fulda Extreme Arctic Winter Adventure will once again bring contestants, delegates, foreign journalists and event organizers to the territory to experience the only extreme winter competition of its kind.

"We are pleased to see Fulda's signature red and black colours again and we wish contestants and organizers the best of Yukon as they embrace not only the Challenge itself, but also Yukon's winter wonderland known for its pristine beauty and what can be harsh winter conditions," Tourism and Culture Minister Elaine Taylor said.

The Fulda Challenge Extreme Arctic Winter Adventure will stage events in and around Whitehorse, Dawson City, Eagle Plains, the Arctic Circle and Inuvik.

This year's teams come from Canada, Germany, Austria and Switzerland and include celebrities from sport and entertainment.

The Fulda Challenge is sponsored by the European Goodyear/Dunlop tire company, Condor Airlines, Volkswagen, Lowa and Schiller Medizintechnik.

"Over the past 11 years, the Fulda Challenge has developed into a major marketing tool for our Fulda Plus tire brand," group managing director for Goodyear/Dunlop Germany Dr. Rainer Landwehr said. "I am very excited to experience the Fulda Challenge, the events, the venues, and of course Yukon and its people personally for the first time."

Yukon government's investment of \$150,000 through a cooperative marketing agreement supports media coverage from foreign journalists and broadcasters attending the annual event.

An estimated € 5.4 million Euros (\$7.4 million Canadian) in public relations advertising is expected to be generated. While in the territory, an estimated \$1 million is spent locally by Fulda on equipment rentals, food and beverages, transportation, accommodations, staging of events and other services which help to stimulate the local economy.

German-speaking Europe is Yukon's largest overseas tourism market with nearly 10,000 visitors from January to November, 2010. The Fulda Challenge gives Yukon its greatest media and branding value in German-speaking Europe, raising the awareness of the territory as a winter destination.

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See backgrounder attached.

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### Backgrounder: Fulda Challenge Schedule of Events

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Date	Time	Event	Location
Monday, January 17	1:00 p.m.	Dogsledding race on Takhini River	Muktuk Adventures, Whitehorse
Monday, January 17	6:00 p.m.	Extreme cooking event with celebrity chef Steffen Henssler	SIR North Country Ranch, Whitehorse
Tuesday, January 18	12:00 p.m.	Snowmobile race	Pelly Crossing
Tuesday, January 18	8:00 p.m.	Climbing wall	Dawson City
Wednesday, January 19	10:30 a.m.	Dome run on snowshoes	Dawson City
Wednesday, January 19	2:00 p.m.	Helicopter drop	Dawson City
Thursday, January 20	2:00 p.m.	Half marathon to the Arctic Circle	Dempster Highway
Friday, January 21	8:30 p.m.	Quinzhee building on Boot Lake	Inuvik
Saturday, January 22	12:00 p.m.	Buggy kite on ice road	Tuktoyatuk
Saturday, January 22	8:00 p.m.	Winners' ceremony	Inuvik

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