



## Government of Yukon

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**NEWS**release

FOR RELEASE #11-036  
March 9, 2011

### Yukon film location website Yukonic launched and displayed in Times Square

WHITEHORSE—The launch of the new website *Yukonic* promoting Yukon as a premier filming location was announced by Economic Development Minister Jim Kenyon. The trailer for the webisode series began playing on Times Square's MTV screen in New York City on February 28 and will run for 100 minutes per day until March 31.

"The *Yukonic* website hosts 13 two-minute webisode commercials that were filmed throughout Yukon over a one-year period," Kenyon said. "The webisode series highlights Yukon's spectacular wilderness and premier snow locations, as well as the many advantages of filming in Yukon."

The website and webisode commercials will be promoted through an extensive advertising campaign and showcased at film trade events in Canada and internationally.

"The *Yukonic* webisode series is an effective way of reaching filmmakers around the world and Times Square offers a location resulting in 1.5 million impressions per day in the centre of New York's television and theatre district," Kenyon added.

Yukon's film industry writers, directors, producers, editors and film crew worked under the mentorship of several highly qualified and respected film professionals. Production and post-production wrapped up in February.

The Government of Yukon contributed \$150,000 to support this project. The Government of Canada's Canadian Northern Economic Development Agency (CanNor) contributed \$635,000 from its Community Adjustment Fund.

To view the *Yukonic* website and webisodes, visit [www.yukonic.com](http://www.yukonic.com).

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