FOR RELEASE
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Tourism Yukon initiative wins national award for innovation

WHITEHORSE—A Yukon government tourism marketing initiative has won a 2015 Explore Canada Award of Excellence.

At a ceremony yesterday in Penticton, B.C., Tourism Yukon and local marketing agency Outside the Cube were presented with the award for the Most Innovative PR Campaign.

Destination Canada, formerly the Canadian Tourism Commission, made the award to Yukon for its user-generated content and digital storytelling projects after receiving 250 entries from nine countries.

"This distinguished award recognizes the tremendous talent, creativity and originality in Yukon's tourism marketing sector," Minister of Tourism and Culture Elaine Taylor said. "Receiving national recognition for the two winning *Yukon Now* projects reaffirms the importance of this unique inititative and its mandate to raise awareness of Yukon as a travel destination."

Both projects use online tools to showcase Yukon as a great place to visit. The digital storytelling project tells Yukon stories with locally produced short videos. The user-generated content component shows the Yukon experiences of locals and visitors in video, photographs and written content. More than 200 Yukoners participated in the project by sharing their experiences on Travel Yukon's Tumblr, Instagram and Facebook pages with the hashtag #ExploreYukon.

Tourism Yukon was up against strong competition from fellow finalists Travel Alberta and Destination British Columbia. The judges included Arlene Dickinson, known for her former role on the television show Dragons' Den.

Yukon Now is an initiative to promote travel to Yukon among Canadians. It is funded jointly by the Government of Yukon and the Canadian Northern Economic Development Agency (CanNor).

Learn more: Go Media Awards; Travel Yukon on Tumblr

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