



FOR RELEASE  
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## **New Yukon television commercial hits the national stage**

WHITEHORSE—Tourism Yukon is launching a new winter television commercial today that will be featured on 24 networks this month, Minister of Tourism and Culture Elaine Taylor announced.

The commercial is a component of the *Yukon Now* initiative, an innovative expansion of Tourism Yukon's marketing program. A second winter commercial is being developed that will air next fall.

"Tourism is a strategic industry in Yukon and is a critical component of a strong and diverse economy," Taylor said. "Television commercials are amongst a number of tourism marketing initiatives that will help us maximize opportunities for increased visitation and tourism revenues for Yukon businesses."

The new commercial will air on both conventional networks and specialty channels across Canada starting today. Premier Darrell Pasloski will also unveil the commercial to outside audiences at tonight's Yukon Reception in Ottawa during Yukon Days at the national Winterlude festival.

"This is an exciting time for tourism marketing in Yukon," chair of the Tourism Industry Association of the Yukon Neil Hartling said. "This is the first purpose-built television commercial to market Yukon to viewers across Canada and it will help attract even more visitors to the territory."

"This campaign represents the first time an original television commercial has been developed and filmed to market Yukon on broadcast television, and done in partnership with our local agency using local talent and crew," Taylor added.

The joint funding provided by the Government of Yukon and the Canadian Northern Economic Development Agency (CanNor) was announced in September. Each government is investing \$1.8 million over two years to enhance Yukon's tourism marketing budget. This represents the single largest tourism marketing initiative in Yukon's history.

### **Learn more:**

View the commercial at Travel Yukon on YouTube

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