



FOR RELEASE
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Yukon government, City of Whitehorse partner for tourism and business mission

WHITEHORSE—The Government of Yukon and the City of Whitehorse will lead a tourism and business mission to Yellowknife next month, Minister of Tourism and Culture Elaine Taylor and Mayor Dan Curtis announced today.

"The Yukon government is pleased to partner in this mission to Yellowknife with the City of Whitehorse," Taylor said. "A key objective of the mission is to showcase Air North's service between Whitehorse, Yellowknife and Ottawa. It will also strengthen our relationships with the Government of the Northwest Territories and N.W.T. tourism and business operators and generate partnership opportunities."

Minister Taylor and Mayor Curtis will lead the mission on October 1 and 2 in conjunction with: the Yukon Chamber of Commerce; Air North, Yukon's Airline; the Government of the Northwest Territories; the City of Yellowknife and the N.W.T. business community.

The tourism and business mission flows from a recently renewed two-year tourism partnership agreement to promote Yukon and Whitehorse as a great place to visit, live, work and play.

"The City of Whitehorse is delighted to partner with the Yukon government in this collaborative tourism and business mission to Yellowknife with the Whitehorse Chamber of Commerce and City of Yellowknife," Curtis said. "We're excited that this initiative will create new opportunities for Whitehorse residents and businesses and attract new visitors to the territories."

The Yukon Chamber of Commerce will play a key role in coordinating the mission and arranging the participation of members of the tourism industry and business community.

"The Yukon Chamber of Commerce is pleased to be working on this effort with the cities of Whitehorse and Yellowknife, as well as the governments of Yukon and N.W.T.," chamber president Peter Turner said. "This delegation will facilitate engagement between members of the business community, as well as members of the NGO and government sectors. We invite businesses and other organizations to contact us at the Yukon Chamber and participate in this delegation."

The Department of Economic Development will provide assistance to help offset travel costs for industry and business representatives participating in the mission. Air North, Yukon's Airline, is also offering participants a special discounted airfare.

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Contact:

Dan Macdonald
Cabinet Communications
867-393-6470
dan.macdonald@gov.yk.ca

Stefanie Richardson
Communications, Tourism and Culture
867-667-8066
stefanie.richardson@gov.yk.ca

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