



FOR RELEASE
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Yukon marketing initiative nominated for national award

WHITEHORSE—The *Yukon Now* user-generated content and digital storytelling projects have been nominated for a 2015 Explore Canada Award of Excellence.

Destination Canada, formerly the Canadian Tourism Commission, announced Tourism Yukon as a finalist for the Most Innovative PR Campaign award in July, after receiving 250 entries from nine countries.

"This national award nomination recognizes the innovation of Yukon's largest tourism marketing initiative to date," Minister of Tourism and Culture Elaine Taylor said. "In addition to raising awareness of Yukon as a travel destination, *Yukon Now* is continuing to foster and leverage our incredibly creative local talent."

The digital storytelling project is the first of its kind in Canada. It invites local film talent to create webisodes showcasing Yukon as a great place to visit. The first series launched earlier this year and by May had over 600 hours of online views and was widely shared through social media. Local agency Outside the Cube managed the project on behalf of Tourism Yukon.

The user-generated content component invites Yukoners and past visitors to share their best Yukon experiences through video, photos 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.

Phase two of the digital storytelling project starts soon with five new videos being created by local producers. They include Yukon Paranormal by Neil McDonald of White Hole Productions; The Passion Series: Run, Mud, Fly by Teresa Earl of Sagafish Media; KenoGras by Darrin Susin; Dawson City Music Festival by John Alderson; and Moosehide Trail and the Road Less Travelled by Marty O'Brien of Old Pal Productions.

Winners of the 2015 Explore Canada Awards of Excellence will be announced at a GoMedia Canada event on September 30 in Penticton, B.C.. The judge for the award is Arlene Dickinson, CEO of Venture Communications and former "dragon" on the television show *Dragons' Den*.

The *Yukon Now* marketing program is an initiative that expands Tourism Yukon's domestic marketing efforts. The program is funded jointly by the Government of Yukon and the Canadian Northern Economic Development Agency (CanNor). Each government invested \$1.8 million over two years to Yukon's tourism marketing budget. This represents the single largest tourism marketing initiative in Yukon's history.

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More information: Go Media Awards

Travel Yukon on Tumblr

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