



FOR RELEASE
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Yukon tourism organizations and businesses nominated for three awards

WHITEHORSE—Three Yukon tourism organizations and businesses have been named finalists for Canadian Tourism Awards, presented by the Tourism Industry Association of Canada.

"This year has already proven to be a very successful one for Yukon's tourism industry, with a number of award nominations that speak to the professionalism, innovation and passion of this sector," Minister of Tourism and Culture Elaine Taylor said. "Congratulations to these very deserving award finalists. You have already made Yukon very proud."

The annual awards recognize success, leadership and innovation in Canada's tourism industry, and those who go above and beyond to offer superior tourism experiences.

The awards have become a standard of excellence for businesses and organizations in the travel industry.

The Yukon finalists are:

- Adäka Cultural Festival - Aboriginal Tourism Association of Canada's National Aboriginal Cultural Tourism Award;
- Takhini Hot Pools' International Hair Freezing Contest - WestJet Social Media Initiative of the Year Award; and
- Jesse Cooke, Husky Bus - Parks Canada Youth Tourism Entrepreneur Award.

Award winners will be announced December 2 at the Canadian Tourism Awards Gala in Toronto.

Last year, Yukon brought home two awards: the Dakhká Khwáan Dancers were presented with the National Cultural Tourism Award and the Pan-North Territorial Consortium received the Fairmont Hotels and Resorts Marketing Campaign of the Year Award.

Learn more:

Tourism Industry Association of Canada award

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