



FOR RELEASE
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Yukon Days celebrated at Ottawa's Winterlude festival

WHITEHORSE—Yukoners are providing Ottawa with a taste of the territory at Yukon Days, a celebration taking place from January 30 to February 2 as part of the capital's 37th annual Winterlude festival.

"Yukon Days activities are an opportunity to heighten awareness among Winterlude visitors that Yukon is an exceptional winter and summer tourism destination," Minister of Tourism and Culture Elaine Taylor said. "This event continues the productive work of the Department of Tourism and Culture and the tourism industry promoting our territory."

Over the Yukon Days weekend, Winterlude visitors can take in Yukon can-can dancing performances on the Rideau Canal, where they will be treated to hot drinks, warm cookies and a chance to win a trip for two to Yukon. The winners will receive return flights on Air North plus two nights' accommodation in downtown Whitehorse and \$1,000 for a trip with Cabin Fever Adventures.

"The Government of Yukon and Air North, Yukon's Airline, have teamed up for this Winterlude event to highlight the convenience of travel to Yukon with Air North's direct flights to Whitehorse from the nation's capital," Premier Darrell Pasloski said.

Air North's chief operating officer Allan Moore said: "Talking about our home territory is a point of pride for us and we want to make Yukon the destination of choice for people in Ontario, Quebec and across Canada. Together with the Department of Tourism and Culture, that's something we can achieve at Yukon Days."

Also taking part in Yukon Days are award-winning snow carvers Ken Anderson, Michael Lane and Donald C. Watt, who will be creating a snow sculpture tribute to leaders in Yukon sport at Confederation Park in Ottawa.

To close the Yukon Days celebrations, a new winter-themed television commercial will premiere in-market in Ottawa at the Yukon Reception on February 2. The commercial is part of the *Yukon Now* two-year marketing initiative to promote Yukon as a year-round travel destination. Industry partners and production team members will get a special local preview at an event in Whitehorse earlier that day.

Yukon musician Ryan McNally will also entertain guests at the Yukon Reception.

This is the seventh year the Government of Yukon has hosted Yukon Days. The annual Winterlude festival in Ottawa runs from January 30 to February 16 and celebrates Canada's unique climate and culture.

Learn more: Winterlude

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Contact:

Elaine Schiman
Cabinet Communications
867-633-7961
elaine.schiman@gov.yk.ca

Lucie Wright
Communications, Tourism and Culture
867-667-5318
lucie.wright@gov.yk.ca

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