



FOR RELEASE
January 10, 2013

Fulda challenges Yukon winter

WHITEHORSE—In support of Yukon government's overseas tourism marketing, the Fulda Winter Challenge kicked off a variety of events across Yukon today.

"The Yukon government is very pleased to continue to partner with the Fulda Challenge," Tourism and Culture Minister Mike Nixon said. "This year's focus is on winter tire safety, which adds a new dimension to the continuing marketing benefits of this partnership."

The Department of Tourism and Culture is contributing \$150,000 to Fulda in support of the event. In 2012, this sponsorship provided an estimated \$5 million in equivalent media advertising in Germany, Switzerland and Austria – Yukon's largest overseas tourism market.

Sixty-five people are traveling with the Fulda entourage including athletes, support personnel, foreign journalists and international guests from Germany, Austria, Switzerland and France.

"With this event, Fulda marks the 17th consecutive year in Yukon, including a three year sponsorship of the Yukon Quest, and the Fulda Challenge itself, which started in 2000," Marketing Manager Goodyear-Dunlop (Germany Austria Switzerland) Susanne Knickel said. "We are proud of our Yukon history, and thank the people of the territory for their long lasting support."

The Fulda Challenge spends an estimated \$1 million directly within Yukon on equipment rentals, accommodation, food and beverages, transportation, staging of events and other services. This year's challenge features events in the Whitehorse area, Dawson City and the Dempster Highway.

For more information on the Department of Tourism and Culture's work to market and promote Yukon as a tourism destination visit www.tc.gov.yk.ca.

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See attached 2013 Fulda Challenge schedule.

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2013 Fulda Challenge schedule

Date	Time	Event	Location
Thursday,	9 a.m.	Welcome reception at the	Whitehorse

January 10		Yukon Visitor Information Centre	
	11:30 a.m.	Buggy drive	Schwatka Lake
	2:15 p.m.	Climbing	Mount Sima Alpine Adventure Park
Friday, January 11	11 a.m.	Dogsled race staged from Muktuk Kennels	Takhini River
	2:30 p.m.	Airplane pulling	Fish Lake
Saturday, January 12	10 a.m.	Blindfold parcours (obstacle race)	Braeburn Lodge
	2 p.m.	Ice chopping followed by a drive to Dawson City	Pelly Crossing
Sunday, January 13	1:30 p.m.	Long distance run	Arctic Circle marker on the Dempster Highway
Monday, January 14	11 a.m.	Snowshoe mountain run	Dawson City
	1:30 p.m.	Canoeing downhill	Dawson City
Tuesday, January 15	12:30 p.m.	Tire slingshot	Carmacks
	6:30 p.m.	Winners' banquet	Whitehorse
Wednesday, January 16	8 a.m.	Fulda entourage departs	Whitehorse

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