



FOR RELEASE

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Yukon government supports The Amazing Race Canada's return to Yukon

WHITEHORSE—As announced in last night's episode of The Amazing Race Canada, the popular show is returning to Yukon on Tuesday, August 5. The Yukon government worked with CTV and the show's producers to feature Yukon in this season, following the territory's successful Race debut last season.

"The impact of last year's The Amazing Race Canada was significant in raising the profile of Canada's North and Yukon in particular," Minister of Tourism and Culture Mike Nixon said. "Ratings were exceptional and well above what we expected, and by working with CTV again this season, we will continue to increase awareness of the territory as a world class destination across Canada."

The Amazing Race Canada airs Tuesdays at 9 p.m. ET/PT this summer on CTV and CTV GO. The program will feature commercials that promote Yukon as a tourism destination to millions of Canadians.

"Yukon was a favourite among last year's contestants, including the winners Tim Hague Sr. and Tim Hague Jr., who said it was the most beautiful place they visited," Nixon added. "That type of endorsement, together with a large television audience, help to build a demand for what we have to offer to our largest market—which is other Canadians. Based on the feedback from this year's teams, they were no less impressed with our territory—but you will have to tune in on Tuesday August 5th to hear what they thought."

The 2013 episode of The Amazing Race set in Yukon drew 3.15 million viewers.

Learn more: [Tourism and Culture, Marketing Unit](#)

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