



## Government of Yukon

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**NEWS**release

FOR RELEASE #10-003

January 11, 2010

### Fulda arrives in Yukon to take on the extreme elements once again

WHITEHORSE – Fulda Challenge 2010 is once again bringing contestants, delegates, foreign journalists and event organizers together to experience the only extreme winter competition of its kind.

"The Yukon government is proud to join its partners, Fulda, Condor and Volkswagen, in supporting this unique winter event," Tourism and Culture Minister Elaine Taylor said. "This successful partnership gives Yukon its greatest media and branding value in German-speaking Europe, raising the awareness of the territory as a winter destination."

The Fulda Challenge Extreme Arctic Winter Adventure staged events begin in Whitehorse before moving on to Carmacks, Dawson, the Dempster Highway, Eagle Plains and the Arctic Circle. Mixed teams will test their skill, strength and endurance levels while competing for pure Yukon Gold. After their Yukon stay, the group will travel to Vancouver and tour the Olympic city.

Frank Hohmann, Director of Marketing and Strategic Development for Goodyear-Dunlop Tires Germany, parent company of Fulda arrived in Yukon January 8.

"For me, it is the first time to come to the Yukon," Hohmann said. "I have heard such a lot about this incredible destination and it's really good to get a personal feel now myself. For Fulda, we have staged winter events here that include our sponsorship of the Yukon Quest from 1997 to 1999, giving us a total of 14 years in the Yukon. The press, athletes, clients, and of course our crew – we all still love to come back here."

Ten teams from Germany, Austria and Yukon/Canada will compete. Three of the competing teams consist of celebrities from the sports and entertainment world. Yukoners Land Pearson and Sierra van der Meer will represent Canada.

The Yukon government's investment of \$150,000 through a cooperative marketing agreement supports media coverage from foreign journalists and broadcasters attending the Challenge. The agreement also supports the development of marketing initiatives with Fulda that further generate Yukon destination awareness abroad.

An estimated €3.4 million Euros (\$5.4 million Canadian) in public relations advertising was generated in 2009. In Yukon, an estimated \$1 million is spent locally by Fulda on equipment rentals, food and beverages, transportation, accommodations, event staging and other services which help to stimulate the local economy.

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