

FOR RELEASE
March 30, 2016

Yukon government and Yukon First Nations Culture and Tourism Association sign a partnership agreement

Joint news release

WHITEHORSE—Minister of Tourism and Culture Elaine Taylor and Yukon First Nations Culture and Tourism Association (YFNCT) president Shirlee Frost signed a partnership agreement today to support and grow Yukon's culture and tourism sectors.

Minister Taylor also announced that the Yukon government will increase its annual support for the association by \$100,000, subject to legislative approval, bringing Yukon's total annual contribution to \$160,000.

"Authentic and diverse Aboriginal cultural experiences are a primary reason for choosing Yukon as a travel destination, and are an important part of what makes Yukon unique," Taylor said. "The Yukon government recognizes the tremendous contribution the YFNCT is making to Yukon's First Nations arts, culture and tourism sectors, and is pleased to support its continued work to develop and promote these within and beyond the territory."

"We are thrilled and very thankful for this new funding and partnership with the Government of Yukon. The increased funding will have a huge impact on our ability to deliver meaningful programs and services to our stakeholders," Frost said. "We look forward to working in collaboration with the department to help communities, artists and tourism entrepreneurs maximize the growing opportunities in the industry. We are very excited about the future and know that the cultural tourism industry is a steward for sharing and preserving our culture, and a very important economic driver for our communities."

"The Aboriginal Tourism Association of Canada applauds the work of the Yukon government and the Yukon First Nations Culture and Tourism Association," Aboriginal Tourism Association of Canada chair/CEO Keith Henry said. "It is these partnerships between governments and Aboriginal tourism industry organizations that contribute to growing Aboriginal tourism industry in the Yukon and Canada. This announcement is welcomed news as ATAC has set a new vision for growing Aboriginal tourism in our Five Year Plan 2016-2021 'The Path Forward'. This is another strong example of what we need to realize throughout Canada between governments, Aboriginal communities, and Aboriginal tourism industry organizations."

YFNCT is a non-profit organization that works to grow and promote vibrant and sustainable arts and culture and tourism sectors in Yukon. Among its many activities, the association presents the renowned Adäka Cultural Festival, a multi-disciplinary cultural festival, held each summer at the Kwanlin Dün Cultural Centre in Whitehorse.

Learn more: Yukon First Nations Culture and Tourism Association

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News Release #16-097



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