

FOR RELEASE
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Visitors to Ottawa's Winterlude festival to get a taste of Yukon

WHITEHORSE—Can-can dancers, a northern lights themed photo booth, a Sam McGee snow sculpture and Air North's renowned warm cookies are some of the Yukon attractions visitors to Ottawa's 39th annual Winterlude festival can expect this January 28 to 31.

"We are pleased to partner with Air North, Yukon's Airline, at Winterlude to showcase the territory as a premier year-round travel destination," Minister of Tourism and Culture Elaine Taylor said. "Winterlude celebrates Canada's climate and culture and is a unique opportunity to give visitors a glimpse into the incredible travel experiences that Yukon has to offer."

The Government of Yukon and Air North will share a Prospector Tent in Confederation Park, the festival's busiest location, to give Winterlude visitors a taste of Yukon's hospitality. Tent visitors will have a chance to win a trip for four to Yukon sponsored by Air North, Northern Vision Development and Up North Adventures.

"Winterlude offers a great opportunity to promote Air North's core message: Yukon. It's Closer Than You Think. Together with Tourism Yukon and our partners we will provide a taste of northern hospitality and Yukon visitor experience to one of Canada's best attended winter festivals," Air North strategic planning and alliances manager Debra Ryan said. "Yukon's tourism sector is positioned to attract more visitors from this market in 2016 than ever before."

Award-winning Yukon snow carvers Michael Lane, Adam Green, Donald Watt and Ken Anderson will also be on hand to create an interpretative snow sculpture of The Cremation of Sam McGee, the popular poem by Klondike Gold Rush-era poet Robert Service. Their work will be on display at Ottawa's Jacques Cartier Park in early February.

Yukon attractions at Winterlude are part of Yukon Days, a coordinated effort to promote Yukon in Ottawa through tourism promotion, business events and government-to-government meetings.

Learn more:

www.winterlude.gc.ca
www.travelyukon.com

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Contact:

Dan Macdonald
Cabinet Communications
867-393-6470
dan.macdonald@gov.yk.ca

Heather LeDuc
Communications, Tourism and Culture
867-667-8066
heather.leduc@gov.yk.ca

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