

FOR RELEASE  
June 24, 2016

## **Local filmmakers invited to produce Yukon digital stories**

WHITEHORSE—Tourism Yukon's award-winning digital storytelling project is seeking filmmakers to produce a third series of short films. The project features video stories about Yukon and Yukoners that will intrigue viewers and attract visitors to the territory.

The digital storytelling project is part of the successful Yukon Now tourism marketing initiative, which included the development of six television commercials and other digital marketing tools.

"This new phase of the innovative digital storytelling project will build upon the successes of Yukon Now, further increase awareness of Yukon as a year-round tourism destination and help convince travellers to vacation here," Minister of Tourism and Culture Elaine Taylor said. "The project's creative and fascinating vignettes feature some of Yukon's lesser-known stories that introduce potential visitors to the diverse, authentic and cultural experiences they would enjoy while visiting Yukon."

Local filmmakers are invited to submit summer-focused video stories that draw upon three themes: the river, trail and road theme will look at Yukon's pristine wilderness and unique culture; the pioneering spirit theme will focus on Yukoners' accomplishments; and the vibrant communities theme will address the role of arts and culture in our communities.

Tourism Yukon will select up to four productions. To cover production costs, each producer chosen will receive up to \$15,000 to create a package of videos of varied lengths for use on social media and, potentially, national television. The latest video episodes will become available this fall.

"As a Yukon filmmaker, the digital storytelling project has supported me to tell stories to a global audience that otherwise would go unheard," film director Marty O'Brien said. "The project provides content producers the creative license to tell stories in a way that rings true to them, and as a result it offers an authentic look into the unique landscapes, beauty and people of the territory."

Tourism Yukon aired the digital storytelling videos on five Canadian television networks – Cottage Life, Aux, Love Nature, Rad X, Travel and Escape – as part of an innovative media partnership where viewers were encouraged to visit Travel Yukon's YouTube channel to watch complete versions of all the episodes. Similar distribution partnerships will be considered in 2016. As well, Tourism Yukon will use the videos on its website and in other digital marketing projects.

The Department of Tourism and Culture launched the digital storytelling project in 2014 to let potential visitors to engage with Yukon culture through stories told by Yukoners. The innovative nature of the project led to Tourism Yukon receiving an Explore Canada Award of Excellence from Destination Canada last fall.

### **Learn more**

Digital storytelling project call for submissions  
Tourism Yukon YouTube channel

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News Release #16-244



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