

FOR RELEASE  
January 19, 2016

## Unique television partnership for Tourism Yukon project

WHITEHORSE—Tourism Yukon's award-winning digital storytelling project has secured a unique partnership with a national television broadcaster to air Yukon productions from the project on specialty Canadian networks.

"This media promotion will create an even greater awareness of Yukon in southern Canada," Minister of Tourism and Culture Elaine Taylor said. "Through this partnership, the producers of these short films will receive national exposure for their work and the recognition they deserve from their peers and the film industry as a whole."

The video episodes are airing on the Travel and Escape, Cottage Life, RadX, Aux, and Love Nature networks. During the broadcast, Canadian viewers are encouraged to visit Travel Yukon's YouTube channel to watch complete versions of all the episodes. As well, five feature articles profiling Yukon will be posted on [cottage.life](http://cottage.life) and [lovenature.com](http://lovenature.com).

The digital storytelling project invited local filmmakers to create videos that showcase Yukon as a unique destination. The innovative project received an Explore Canada Award of Excellence from Destination Canada in September 2015.

Whitehorse-based company, White Hole Productions created the episodes about supernatural experiences in Yukon.

"The digital storytelling project was an excellent initiative from the onset, providing great exposure to the work of Yukon film producers on the web and social media. Now the project has gone this extra step," *Yukon Paranormal* producer Neil Macdonald said. "Yukon films will be blasted out across TV channels, providing tremendous opportunities for amplifying our audiences and showcasing our producers."

The digital storytelling project is one part of the Yukon Now marketing program announced last year. The program aims to raise awareness of Yukon as a year-round travel destination and is funded jointly by the Government of Yukon and the Government of Canada.

### Learn more:

Tourism Yukon YouTube Channel

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### Contact:

Dan Macdonald  
Cabinet Communications  
867-393-6470  
[dan.macdonald@gov.yk.ca](mailto:dan.macdonald@gov.yk.ca)

Lucie Wright  
Communications, Tourism and Culture  
867-667-5318  
[lucie.wright@gov.yk.ca](mailto:lucie.wright@gov.yk.ca)

News Release #16-014



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