



# Government of Yukon

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FOR RELEASE #09-004  
January 16, 2009

### Yukon Staging 9th Season of Fulda Challenge

WHITEHORSE – The Fulda Challenge Extreme Arctic Winter Adventure begins Sunday, January 18 with six teams participating, announced Minister Marian C. Horne, on behalf of Tourism and Culture Minister Elaine Taylor.

The Fulda Challenge gives the European tire company a perfect location as a test ground for their prototype winter tires while offering alpine contestants an excellent opportunity to experience a Yukon winter.

"We are delighted to not only have contestants and foreign media travel to Yukon for the Challenge, but to also have Fulda tire dealership representatives arrive via an exclusive Condor flight chartered for Fulda's Yukon Gold Incentive event, which coincides with the beginning of the Challenge," Horne said. "This is the second time Fulda has chartered a Condor aircraft in winter to bring a Fulda contingent to Yukon."

The Fulda Challenge route in 2009 begins in Whitehorse and includes events staged in Whitehorse, Carcross, Skagway, Johnsons Crossing, Dawson City and the Tombstone area on the Dempster highway.

Five mixed teams from Germany and one mixed team from Canada test their skill, strength and endurance levels while competing for a nugget of pure Yukon gold given to each winning contestant. Canadian team members are Yukon's Jeane Lassen, Olympian and World Champion, and Mike McCorkell, Ironman athlete from BC.

"It is great to be back in Yukon," Fulda's Managing Director Michael Kuhn said. "It almost feels like home by now. For Fulda, this is the 13th consecutive year we have staged winter events here. The press, the athletes, our clients and of course our crew—we love to come back here every year."

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 public relations value generated each year to Yukon from the Fulda Challenge is estimated at €3.25 million.

During the Fulda Challenge, an estimated \$1 million is spent locally. This year, the Fulda tire dealer incentive group will arrive in advance of the Challenge, potentially injecting an additional \$500,000 into Yukon's economy.

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