



Government of Yukon

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NEWS release

FOR RELEASE #09-057
March 11, 2009

Yukon to Capture the Spirit of the 2010 Winter Games

WHITEHORSE - The Yukon government will invest more than \$2.6 million in 2009/10 to support various initiatives and events to be held prior to and during the 2010 Olympic and Paralympic Winter Games, announced Premier Dennis Fentie.

"Yukon is doing its part to help stage these Games by supporting economic, education, sport and culture and opportunities for youth," Fentie said. "Building on the success of the 2007 Canada Winter Games, Yukon stands to gain substantive benefits from this unprecedented opportunity."

The Vancouver 2010 Olympic and Paralympic Winter Games are becoming known as Canada's Games, giving all provinces and territories the opportunity to have an important presence that will showcase Canada from coast to coast to coast, her people, culture, and tourism and economic opportunities.

"The 2010 Olympic Winter Games will be a great opportunity for all Canadians to share our heritage, culture, art and history on an international stage," Council of Yukon First Nations Grand Chief Andy Carvill said. "We look forward to working closely with game organizers, including the Four Host First Nations, VANOC and the Yukon government to further profile Yukon and all it has to offer."

The \$2.6 million, subject to legislative approval, supports an array of activities that will:

- showcase Yukon as a visitor destination
- promote Yukon as a place to invest and do business
- celebrate Yukon First Nations culture
- expose Yukon artists and performers to the world
- engage youth and develop sport

"Many of Yukon's initiatives and events will be in partnership with our sister territories, ensuring that the North is showcased at the games as a unique and vital part of Canada's identity," Fentie added. "Benefits to Yukon include marketing Yukon as a travel destination and a place to do business, while promoting Yukon culture, heritage and traditions."

For more information visit www.gov.yk.ca.

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Attached: Background information

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Yukon at 2010		
Our Objectives at the Games:	This includes:	Cost :
Torch Relay	Community celebrations in VANOC-selected communities.	\$75,000
Marketing and Media Relations	Marketing and media relations directed at international media, Canadians, Metro Vancouver area residents and international visitors to the games.	\$733,000
Canada's North Events	Partnering with northern territories to produce cultural events at BC Place during medal presentations for live audiences and an international television broadcast.	\$520,000
Business and investment promotion	Targeted investment promotion with Pan Northern partners.	\$135,000
First Nation culture	Partnering with Council for Yukon First Nations and the Four Host First Nations to create business, tourism, cultural and youth-related activities.	\$325,000
Cultural Olympiad	Supporting Yukon artists at the 2009 and 2010 Cultural Olympiads.	\$260,000
Youth and sport development	Youth ambassador program to send Yukon youth to the 2010 Winter Olympics; educational programs in Yukon schools; supporting sport officials and Inuit and Dene Games.	\$411,000
Operations	Planning and support at the 2010 Olympic Winter Games.	\$173,000
TOTAL		\$2,632,000

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