



Government of Yukon

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NEWSrelease

FOR RELEASE #09-131

May 29, 2009

Yukon Gold Explorer's Passport is Bigger and Better than Ever

WHITEHORSE – The Yukon government has combined the successful *Yukon Gold Explorer's Passport* and the popular *Yukon Adventure Contest* into one contest designed to enhance the visitor experience.

"We actively market Yukon to many visitors who choose Yukon as their holiday destination," Tourism and Culture Minister Elaine Taylor said. "There are many programs and services designed to encourage visitors to explore, to discover, and to immerse themselves in Yukon's arts, culture and heritage legacies. The new and improved *Yukon Gold Explorer's Passport* is another wonderful way for visitors to experience Yukon and all that we have to offer."

Participants use the passport as a guide to find the 31 museums and attraction sites identified in the booklet. Visitors can keep the booklet as a souvenir after entering their names into the draws for Yukon placer gold prizes.

Prizes include 5 troy ounces of Yukon gold, 2 troy ounces of Yukon gold, and on-site draws for 1 troy ounce of Yukon gold for visiting the Binet House, the Campbell Region Interpretive Centre and the Keno City Mining Museum. When visitors enter a draw, they receive a Larger Than Life collectable pin.

The *Yukon Gold Explorer's Passport* booklet now features 31 sites. Yukon community museums, First Nation cultural / heritage centres, attractions and national historical sites such as the S.S. Klondike and Dredge #4 draw many visitors to come and learn about Yukon history, heritage and culture.

The booklets can be picked up at any Yukon Visitor Information Centre (VIC). The contest runs June 1 until August 31. Visitors can drop their contest entry form at any of the VICs or participating sites, with prizes drawn in early September.

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Attachment: Photo of Yukon Gold Explorer's Passport for 2009

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Caption: Your passport to Yukon adventure - visit the participating attractions listed inside the passport for your chance to win Yukon gold! Contest begins June 1. Photo credit: Government of Yukon

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