



FOR RELEASE  
January 13, 2012

## **Fulda's signature red and black colours return to Yukon**

WHITEHORSE—The Fulda Challenge Extreme Arctic Winter Adventure begins with a new slate of contestants vying for the coveted Klondike gold nuggets, as part of the extreme winter challenge that takes place annually in Yukon.

"On behalf of the Government of Yukon, I would like to welcome contestants, delegates, foreign journalists and event organizers to the territory," Tourism and Culture Minister Mike Nixon said. "This year marks the 12th season Fulda and Yukon have partnered on a unique marketing opportunity which provides Yukon with great media and branding value in German-speaking Europe, raising the awareness of the territory as a travel destination."

The Fulda Challenge is sponsored by the European Goodyear-Dunlop tire company, Kia Motors, Iowa, Schiller Medizintechnik and Tourism Yukon.

"For us, the Fulda Challenge has developed not only into a unique winter adventure event, but also into an effective marketing tool and a great testing ground for our tires," group managing director of Goodyear-Dunlop Germany, Dr. Rainer Landwehr said. "The Fulda Challenge highlights absolute motivation, performance, endurance and reliability of participants and equipment, all accomplished in Yukon's fantastic landscapes."

Fulda is staging this year's challenge in and around Whitehorse, followed by travel to Skagway, Alaska and Dawson City. Teams from Canada, Germany, Austria and Switzerland include celebrities from the sport and entertainment worlds. Calgarians Ryan Smith and Chantal MacKenzie are representing Canada.

The Government of Yukon provides \$150,000 in a co-operative marketing agreement to Fulda that supports media relations and other activities promoting the event and Yukon as a destination to Europeans.

In 2010, the challenge generated media coverage valued at €5.4 million and in 2011 €4.2 million (C\$6.1 million). Locally, Fulda spends an estimated \$1 million on equipment rentals, accommodations, food and beverages, transportation, staging of events and other services which support Yukon's economy. Annually, Yukon receives approximately 10,000 German-speaking European visitors, the largest overseas tourism market for the territory.

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See backgrounder below.

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## 2012 Fulda Challenge Schedule of Events

<b>Date</b>	<b>Time</b>	<b>Event</b>	<b>Location</b>
Friday, January 13	1:30 p.m.	Skidoo race on Summit Lake	Arrive in Fraser on Whitepass
Friday, January 13	8 p.m.	Sled pulling on Main Street	Skagway, Alaska
Saturday, January 14	11:30 a.m.	Cross-country skiing	Schwatka Lake
Saturday, January 14	1:45 p.m.	Helicopter Drop	Schwatka Lake
Sunday, January 15	9 a.m.	Ski-Joring behind Kia SUV	Braeburn Lodge
Sunday, January 15	8 p.m.	Goldrush Run	Dawson City
Monday, January 16	10 a.m.	Off-road Car and Tire maneuvers	Old Mine site Dawson City
Monday, January 16	1:30 p.m.	Snowshoe Race	Dawson City
Monday, January 16	8 p.m.	Canada Winter Thrills (sawing)	Dawson City
Tuesday, January 17	2 p.m.	Rope event / crossing Yukon River	Miles Canyon Whitehorse
Tuesday, January 17	8 p.m.	Winning ceremony	Westmark Hotel Whitehorse

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