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**FULDA CHALLENGE RETURNS TO YUKON FOR ITS SEVENTH SEASON**

WHITEHORSE – The Fulda Challenge Extreme Arctic Winter Adventure begins Sunday, Jan. 28 with a focus on a new route featuring locations in southern Yukon.

“This will give contestants and organizers the opportunity to experience southern Yukon,” Tourism and Culture Minister Elaine Taylor said. “Our relationship with Fulda is a testament to our commitment to support winter events that significantly contribute to Yukon’s winter tourism industry.”

The Yukon government's investment of \$150,000 through a co-operative marketing agreement is used to promote media broadcasts and print articles throughout Europe and North America, generating \$18 million in estimated media-equivalency exposure for Yukon.

Estimated media coverage will reach 40 million viewers and readers in 2007, generating significant awareness of the Yukon as a travel destination. The Fulda Challenge is valued by private sector businesses throughout the territory – an estimated \$1 million will be spent locally on equipment rentals, transportation, food and beverages, accommodations, staging of events, and other services that benefit Yukon's economy.

For the past seven years Fulda, the German tire manufacturer, has sponsored the Fulda Challenge Extreme Arctic Winter Adventure. The event physically challenges teams, consisting of a male and a female athlete, on a variety of strength and endurance tests as they compete for pure Yukon gold.

“Fulda events in the Yukon Territory are almost a tradition,” managing director of Fulda, Michael Kuhn, said. “Beginning in 1997 through 1999, we supported the Yukon Quest. In 2000 we had our first solo challenge, and from there, we organized the Fulda Challenge as it is known today, taking place at the end of January each year.”

Kuhn added that the Fulda Challenge has turned into a well known sports event, especially in Europe. “Over the years, the competition has featured all regions of the Yukon Territory and all kinds of exciting winter activities. All participating sponsors of the event are excited to come back. A true win-win situation for all involved,” Kuhn added.

This year, the race starts and finishes in Whitehorse, with teams from the Netherlands, Germany, Austria and Poland competing against the Canadian team of Mike Tribes and Jay Cherian from Whitehorse in a variety of events set in and around Atlin, Carcross, Haines Junction and the Kluane Lake region.

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