

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](http://www.gov.yk.ca).

-30-

Attached: Background information

Contact:

Roxanne Vallevand  
Cabinet Communications  
867-633-7949  
[roxanne.vallevand@gov.yk.ca](mailto:roxanne.vallevand@gov.yk.ca)

Karen Keeley  
Communications, Tourism & Culture  
867-667-8304  
[karen.keeley@gov.yk.ca](mailto:karen.keeley@gov.yk.ca)