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Targeted Investment Attraction Events Will be Held at 2010 Winter Games

WHITEHORSE – Yukon government's Department of Economic Development will commit \$135,000 to support an event at the Vancouver 2010 Winter Games, subject to legislative approval. The event will showcase Yukon investment opportunities and highlight Yukon businesses.

"A surprising amount of business networking is conducted at the Games. The 2010 Winter Games will provide us with an excellent opportunity to showcase Yukon's valuable assets to a global market," Economic Development Minister Jim Kenyon said. "We are taking advantage of this by presenting Yukon businesses and investment opportunities – the best that Yukon has to offer."

As part of a coordinated northern showcase called *Canada's North Weekend*, the Economic Development department will host two Yukon business/investment attraction events. These events will be targeted at international decision makers attending the Olympics and those in the lower mainland who are interested in Yukon as a trading partner.

"This event will serve to expand the awareness of Yukon to potential investors and to position Yukon as an excellent place to invest and do business," Kenyon said.

Events will showcase Yukon businesses that have export or investment ready products or services. The focus of one event will be on First Nation businesses and partnerships in Yukon. The department is working with the Council of Yukon First Nations (CYFN) to coordinate this event at the Four Host Aboriginal Pavilion in Vancouver. A second targeted investment attraction reception is planned in partnership with Nunavut and the Northwest Territories.

This is a portion of Yukon's overall 2009/10 budget to support activities related to the Vancouver 2010 Winter Olympic and Paralympic Games. Details of the event are pending and will be released once they are finalized.

For more information about Yukon's participation at the 2010 Olympics visit www.gov.yk.ca.

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