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**Innovation and Collaboration Help Promote Canada's North**

WHITEHORSE – Yukon, Nunavut, Northwest Territories and the Canadian Tourism Commission are now signatories to a “Canada’s North” Memorandum of Understanding (MOU).

The MOU enables the three territories to participate as a single partner and cost share in Canadian Tourism Commission (CTC) marketing initiatives, giving Yukon access to a wider range of national and international marketing programs.

“Canada’s North MOU will help Yukon further promote itself into key target markets and thereby encourage people worldwide to choose Canada’s North as a holiday or business destination,” Tourism and Culture Minister Elaine Taylor said.

The MOU builds on the success the three northern territories generated through collaboration on the Canada Winter Games 2007 “look Up north” campaign aimed at promoting the three territories as a great place to live, visit and invest, as well as the 2008 “Canada’s North” pilot-project launched at the International Tourism Bourse (ITB) in Berlin, the world’s largest tourism trade show.

“The synergy afforded by this agreement has great potential, particularly with the opportunity to leverage the 2010 Winter Games to drive tourism to the North,” Industry Canada’s Minister of State Diane Ablonczy said. “Canada’s northern territories truly differentiate our country as a tourism destination.”

The CTC is a Crown corporation wholly owned by the Government of Canada. Its mandate is to promote programs and services designed to market Canada as a desirable tourism destination.

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