
NEWS RELEASE

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Ministry of Small Business and Economic Development
Yukon Department of Tourism and Culture

BC AND YUKON SIGN TOURISM AND SPORT DEVELOPMENT ACCORD

DAWSON CREEK – British Columbia Minister of Small Business and Economic Development, John Les, and Elaine Taylor, Yukon Minister of Tourism and Culture, signed a tourism and sport development accord at the Alaska International Highway Forum today.

“Sporting events such as the 2007 Canada Winter Games in the Yukon and the 2010 Winter Olympic and Paralympic Games in Vancouver will strengthen our sports systems and create important legacies for our young athletes,” said Les. “In recognition of the benefits to be gained from two major athletic events being held in our jurisdictions only three years apart, this partnership between the Yukon and the Province of British Columbia will give us a new tool to open up jobs and generate new economic opportunities for both regions.”

“Our governments are committed to maximizing the benefits of the 2007 Canada Games and the 2010 Olympics for our jurisdictions,” said Taylor. “This partnership is important for sport development, cultural promotion and tourism marketing in Yukon before, during and after the events.”

The accord establishes the opportunity for co-operation between Yukon and B.C. in joint tourism, sport and cultural initiatives, in the sharing of expertise, and to support the Games’ organizing bodies to host successful and profitable events. The marketing and promotion of the Yukon and northern B.C. is one of the areas where both governments have an opportunity for future collaboration.

The agreement supports the Intergovernmental Relations Accord between the two jurisdictions signed on July 9, 2004 by B.C. Premier Gordon Campbell and Yukon Premier Dennis Fentie.

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