



## **MEDIA RELEASE**

# **Yukon Quest Selected as Finalist for National Awards for Tourism Excellence Presented by the Globe and Mail**

**September 23, 2009 (Whitehorse, Yukon)** - The Yukon Quest has been named a finalist for the National Awards for Tourism Excellence presented by the Globe and Mail to be held at the Canada's Tourism Leadership Summit on November 3, 2009 in Saint John, New Brunswick. The Yukon Quest is one of three finalists nominated for the Metro Toronto Convention Centre Event of The Year Award.

"We are thrilled to be a finalist for this prestigious award," said Wendy Morrison, Executive Director of the Yukon Quest International Association Canada. It is exciting for the Yukon Quest to be recognized as an event that has gone above and beyond to offer to superior tourism experiences to travelers in Canada. Thousands of events take place in Canada every year and to be recognized as one of the three finalists for event of the year is a great honour."

Yukon Quest's nomination for the national award was submitted by the Tourism Industry Association of Yukon (TIA Yukon). "Yukon Quest is an awesome event that deserves national acclaim," says Sandy Hachey, Executive Director with TIA Yukon. "The Quest was awarded the Creative Travel Media Implementation Award at our 2009 annual spring conference. We were proud to nominate them and are ecstatic that they have been named one of three finalists."

The Yukon Quest is one of the world's premier sled dog races, covering 1,000 miles between Whitehorse, Yukon and Fairbanks, Alaska. The 2010 race will start in Fairbanks on February 6th lasting between 10 to 14 days until the final dog team arrives at the finish line in Whitehorse.

An event of this magnitude relies heavily on the support of many volunteers, community partners and sponsors in order to be successful year after year. It is this support and the quality of the race that allows the Yukon Quest to attract many of the world's best mushers to compete in the race every year.

"We'd like to take this opportunity to thank our sponsors and volunteers," said Morrison. "It is their hard work and support that have made this event worthy of awards such as this. We simply cannot thank each and every one of them enough."

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