

**FOR IMMEDIATE RELEASE**

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**Yukon Tourism Awards of Excellence winners announced**

Whitehorse – After an exciting 3-day conference that saw almost 130 participants representing all sectors of the tourism industry converge in beautiful Dawson City, the Tourism Industry Association of the Yukon is proud to announce the winners of the 2011 Yukon Tourism Awards of Excellence.

Awarded on Friday, May 6, 2011 at the gala dinner, the Yukon Tourism Awards of Excellence are sponsored by Outside the Cube and recognize extraordinary achievement and commitment by individuals, companies and associations.

"Yukon has some of the most talented, innovative and dedicated tourism industry professionals in the country and to see them and their contribution recognized is inspiring," said Dee Enright of Outside the Cube. "Besides, how can we go wrong supporting a great party with a bunch of people in the tourism biz!"

The winners of the 2011 Yukon Tourism Awards of Excellence are:

<b>Volunteer of the Year Award</b>	<b>Anne Kennedy</b>
<b>Creative Travel Media Award</b>	<b>Fritz Mueller Photography</b>
<b>Sustainability Leadership In Tourism Award</b>	<b>Nahanni River Adventures and Canadian River Expeditions</b>
<b>Marketing Innovation Award</b>	<b>Local Organizing Committee for the 2011 Scotiabank Hockey Day in Canada</b>
<b>Innovator of the Year Award</b>	<b>Klondike Visitors Association</b>
<b>Yukon Tourism Ambassador Award</b>	<b>Rod Taylor, Mary Ann Ferguson and Dee Enright</b>

"Winners will be nominated for the Tourism Industry Association of Canada's National Awards for Tourism Excellence, which will be announced at their annual gala in November," said TIA Yukon executive director Krista Prochazka. "We have an amazing tourism industry in the Yukon, and this is a real opportunity for businesses to make their mark nationally."

The TIA Yukon Spring Conference and AGM is an annual event that brings together members from across the territory, as well as Alaska and the Northwest Territories. This year's event highlighted social media marketing keynote Scott Stratten and luxury ecotourism guru John Caton, as well as Product Development Partnership Program workshops, interactive panel discussions and networking opportunities.

For more information, contact:

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