



FOR IMMEDIATE RELEASE

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2013 Giovanni Castellarin Scholarships Awarded

Whitehorse – The Tourism Industry Association of the Yukon and Klondike Visitors Association are pleased to announce that Sheena Greenlaw and Erin Oliver-Beebe have been chosen as the 2013 Giovanni Castellarin Scholarship winners. As this year's successful applicants, Sheena and Erin will each be awarded a \$1,000 scholarship to assist with the cost of their post-secondary education in tourism.

Sheena Greenlaw has spent her whole life in Yukon and feels passionate about it as a destination. This year she will be enrolled in the Bachelors of Management program with a Major in Marketing at the University of Lethbridge. Since completing her marketing diploma in 2012, Sheena has been working for the Department of Tourism and Culture gaining practical knowledge of the industry. "In order to capture an audience that has been conditioned since birth to filter out the noise of advertisements, one must make sure they set themselves apart from the crowd, and make sure they are remarkable," Sheena says of her vision for destination marketing. Experience and education have taught her that the key to marketing Yukon is to be ahead of the curve, to attract unique people seeking a unique destination, using new more interactive forms of technology. Honourable mention also goes to Sheena for submitting a tourism-marketing rap with her application.

Erin Oliver-Beebe grew up in Yukon and had the experience of being raised in one of the biggest backyard playgrounds. Her long-term vision for Yukon tourism is to see more people come and experience the backcountry, getting people off the road and into the wild. "I want to show everyone the true Yukon; the breathtaking mountain ranges and glaciers, the exhilarating rivers, the pristine lakes and high alpine meadows," she says of her inspiration for going into Yukon's tourism industry. Erin has spent the last couple summers river guiding, and loved every minute of it. This year, she will be attending the Adventure Guide Diploma program at Thompson Rivers University with the hopes of returning to Yukon and beginning her own adventure tourism business.

The Tourism Industry Association of the Yukon and the Klondike Visitors Association awards the Giovanni Castellarin Scholarship annually to two Yukon students entering a post-secondary tourism or related program. The scholarship was established in 2002 in memory of Giovanni Castellarin, a long-time champion of tourism in Yukon and the Klondike. This year the scholarship intake was moved from December to August to better coincide with the school year.

For more information, contact:

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