



FOR IMMEDIATE RELEASE

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JUST FOR LAUGHS CO-FOUNDER TO ADDRESS YUKON'S TOURISM INDUSTRY

The Tourism Industry Association of the Yukon (TIA Yukon) is happy to announce that Just For Laughs co-founder Andy Nulman will be this year's Spring Conference keynote speaker.

Nulman got his start at age 23 when he joined a two-night, French-language humour event starting up in Montreal. When he left 15 years later as its CEO and driving force, the *Just For Laughs Comedy Festival* was the biggest and most prestigious of its kind on earth, attracting more than 2 million visitors over a month-long period and some of the best comedic talents in the world. In 2010, Nulman would return as President of Festivals and Television to Just for Laughs and its French component *Juste Pour Rire*.

The captivating speaker will be presenting *The Three-Word Secret to Tourism Success*: a topic relevant to the entire tourism industry, whether you're responsible for a territory, city, major attraction, community event, hotel or even a roadside stand. Filled with real-life examples and colorful pictures, swathed in Nulman's off-the-wall and no-holds-barred humour, *The Three-Word Secret to Tourism Success* promises to be the optimum mix of learning and fun.

This year's conference will offer delegates an opportunity to speak with some of the country's most highly regarded tourism minds and to partake in breakout work sessions that promise to provide tangible insights and many takeaways to participants. We are also happy to introduce two new awards to the Tourism Awards of Excellence, presented by Outside The Cube: The Event of the Year and Yukon Cultural Tourism Award.

The TIA Yukon Spring Conference will be taking place from April 24-26, 2014 at the Kwanlin Dun Cultural Centre. Registration for the conference opens on March 12, 2014; for more details please visit tiayukon.com.

Do not miss your opportunity to be a part of the fun.

For more information, contact:

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