



**For Immediate Release**

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**TOURISM AWARD WINNERS HONOURED AT TIA YUKON CONFERENCE**

WHITEHORSE: This year's 'Tourism Awards of Excellence' were presented by the Minister of Tourism and Culture, Mike Nixon, and the Chair of TIA Yukon, Neil Hartling, on Saturday, April 26<sup>th</sup> as part of the TIA Yukon Spring Conference. Sponsored by Outside the Cube, the awards were established to recognize and foster excellence in the Yukon tourism industry. The awards allow the industry to recognize the people, places, organizations and events that have gone above and beyond to offer superior tourism experiences to travellers in the Yukon.

The winners of the 2014 Yukon Tourism Awards of Excellence are:

Creative Travel Media Award	Northern Vision Development
Sustainability Leadership In Tourism Award	Jill Pangman, Sila Sojourns
Marketing Innovation Award	Tourism Yukon
Innovator of the Year Award	Holland America Line
Yukon Tourism Ambassador Award	Heather Berg, Northern Lights Centre, Watson Lake
Yukon Cultural Tourism Award	The Dakhká Khwáan Dancers
Event of the Year Award	Yukon Sourdough Rendezvous Festival
Life Time Achievement Award	Linda Bierlmeier

Award winners will be nominated for the Tourism Industry Association of Canada's (TIAC) 2014 Canadian Tourism Awards, which will be announced at their annual gala in November.

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