



FOR IMMEDIATE RELEASE

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2015 Giovanni Castellarin Scholarship Fund Recipient Announced

Whitehorse – The Tourism Industry Association of the Yukon (TIA Yukon) is pleased to announce that Miriam Ott has been chosen as the 2015 Giovanni Castellarin Scholarship Fund Recipient. As this year’s successful applicant, Miriam will be awarded a \$1,000 dollar scholarship to assist with the cost of her post-secondary education.

Born and raised in Whitehorse, Miriam is currently enrolled in a combined degree program at the University of Lethbridge, and is working towards a degree in Business Management and a second degree in New Media, with a major in marketing. Miriam worked for the Yukon Government this past summer as a Marketing Intern at the Department of Tourism and Culture, and aims to one day “become a Marketing Manager or a Consumer Marketing Specialist within Tourism Yukon, and hopefully bring a new and creative edge to the team”. She feels that her strong foundation in business will support her tourism marketing aspirations. Miriam is passionate about marketing the Yukon, and said “it feels like a big and beautiful secret to be shared”.

Established in 2002 in memory of Giovanni Castellarin, a long-time champion of tourism in Yukon and the Klondike, the GCSF is awarded and cost shared by the Tourism Industry Association of the Yukon and the Klondike Visitor’s Association (KVA).

Recipients of the scholarship are awarded \$1000 to assist with their post-secondary studies in the field of tourism.

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