



FOR IMMEDIATE RELEASE

MARCH 5, 2015

NEW KEYNOTE SELECTED TO ADDRESS YUKON'S TOURISM INDUSTRY

The Tourism Industry Association of the Yukon (TIA Yukon) recently learned that due to an amended decision made by the the CBC, chief correspondent Peter Mansbridge will no longer be able to deliver the keynote address at TIA Yukon's annual spring conference in Dawson City, April 16-18. In January of this year, the CBC made a unilateral decision that they would no longer allow its on-air journalists to make paid appearances, but permitted existing contracts for such engagements to be honoured. CBC has since made the decision to prohibit CBC on-air personalities from fulfilling existing commitments that had been previously been approved. TIA Yukon was disappointed to learn of this recent change in policy, and hopes that Peter Mansbridge will one day be able to address Yukon's tourism industry.

TIA Yukon is pleased to announce that nationally renowned comedian and writer Ron James has been secured as the keynote speaker for this year's conference. This award-winning comedian has been selling out performances for 15 years, and offers witty and insightful reflections on contemporary Canadian culture.

"Ron James has an uncanny ability to connect with Canadian audiences", says TIAY Executive Director Blake Rogers. "His capacity to evocatively portray Canadian culture is particularly significant in light of the fact that the theme of this year's spring conference will revolve around storytelling."

A complete agenda will be available this Friday March 6. Registration for the conference opens on March 9, 2015; for more details please visit tiayukon.com.

For more information, contact:

Amy O'Rourke
Membership and Community Relations Officer, TIA Yukon
(867) 668-3312
amy.orourke@tiayukon.com