



## **FOR IMMEDIATE RELEASE**

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### **PETER MANSBRIDGE TO ADDRESS YUKON'S TOURISM INDUSTRY**

The Tourism Industry Association of the Yukon (TIA Yukon) is pleased to announce that the CBC's chief correspondent Peter Mansbridge will be the keynote speaker at TIA Yukon's annual spring conference and AGM. This year's spring conference and AGM will be held in Dawson City, April 16-18.

In addition to being the chief correspondent of CBC News, Peter Mansbridge anchors CBC's nightly news program The National, all CBC News specials, and is host of CBC News Network's Mansbridge: One on One. In more than four decades with CBC News, Mansbridge has become the voice of a nation, and offers a uniquely Canadian perspective on some of the most consequential news stories of our time. Delegates at this year's conference can look forward to hearing from one of Canada's great public speakers, and gaining unique insight into lessons learned by Mansbridge during his decorated career, including his views on the qualities of a compelling story.

"Peter Mansbridge has a deep appreciation and understanding of all things Canadian, and has a great passion for the North", says TIAY Chair Neil Hartling. "We are very excited to welcome this Canadian icon to one of Canada's most iconic places."

The theme of this year's spring conference will revolve around storytelling. Mansbridge will expound on this theme, providing insightful takeaways on topics ranging from Canadian heritage to leadership in business with a presentation entitled 'Canada and Canadians in a Changing World'.

A limited number of tickets to Mansbridge's presentation will be available for the public to purchase.

Registration for the conference opens on March 9, 2015; for more details please visit [tiayukon.com](http://tiayukon.com).

For more information, contact:

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