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New Partnership Showcases Yukon Tourism Through "Yukon Your Way" Platform Ahead of the 2026 Arctic Winter Games

Whitehorse, Yukon — The Whitehorse 2026 Arctic Winter Games Host Society (AWG), Sport Yukon, and the Tourism Industry Association of the Yukon (TIA Yukon) are pleased to announce a new partnership designed to spotlight Yukon's vibrant tourism sector through the Yukon Your Way platform.

Tourism operators from across the territory are invited to list their experiences, special offers, and Games-inspired packages on Yukon Your Way — a dedicated sport tourism platform managed by Sport Yukon. These listings will be featured on the official AWG website at www.awg2026.org, providing high-profile visibility to thousands of visitors planning their Games-time trips to Whitehorse.

The partnership reflects a shared commitment to community celebration, economic development, and cultural connection.

"The Arctic Winter Games are more than a sporting event — they're a celebration of place and people," said Megan Cromarty, General Manager of the Whitehorse 2026 Arctic Winter Games. "Yukon Your Way gives us a powerful way to showcase tourism operators, create memorable visitor experiences, and leave a lasting legacy for Yukon's tourism sector well beyond the Games."

Stacy Lewis, President of Sport Yukon, adds: "Yukon Your Way is a platform built for exactly this kind of moment. We're thrilled to see it connected to the Games and to give tourism operators a direct way to engage with this exciting international event."

"This is a fantastic opportunity for the tourism industry to increase their visibility and offer something special during this impactful event," said Ben Ryan, Chair of the TIA Yukon Board. "We encourage businesses to start thinking creatively about how they want to show up for the Games — and to reach out to us if they want help bringing those ideas to life."

Key Information for Tourism Operators

- Yukon Your Way listings will go live on September 23, 2025, during the 6-Month Countdown Business Mixer hosted by the AWG Host Society.
- Listings will be actively promoted by AWG through its official channels and will remain visible through Games time in March 2026.
- Operators can submit special discounts, bookable experiences, or Games-themed offers for visitors and Games participants.

How to Get Involved

Tourism operators interested in being featured on the Yukon Your Way platform are encouraged to contact TIA Yukon for more information and support:

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This initiative is a separate but complementary effort to the Whitehorse Chamber of Commerce's Buy Local App, which will launch in March 2026 to support local business discovery during Games week.

For more information on the Arctic Winter Games, visit:

www.awg2026.org

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