



# News Release

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## MINISTER AGLUKKAQ ANNOUNCES KEY INVESTMENTS TO PROMOTE CANADA'S NORTH

**Iqaluit (Nunavut), February 11, 2011** – A visit to Nunavut will soon be on the radar of more Canadians, thanks to a new tourism marketing campaign which aims to promote Canada's North as a year-round tourism destination.

Today in Whitehorse, Yukon, the Honourable Leona Aglukkaq, on behalf of the Honourable John Duncan, Minister of the Canadian Northern Economic Development Agency (CanNor) announced an investment of almost \$3.5 million for 'Canada's North Marketing Campaign,' a pan-territorial tourism marketing initiative to promote and position Canada's North as a unique and dynamic place to visit.

Building on the success of Pan North Consortium's 'Canada's Northern House,' a joint project at the Vancouver 2010 Winter Games, this marketing campaign will raise awareness of the diverse tourism activities and experiences offered by the three territories. It will be geared to outdoor adventurers and cultural explorers in five major Canadian cities.

"Our Government is investing in this marketing campaign to encourage more Canadians to experience the North's spectacular scenery and unique culture," said the Honourable Leona Aglukkaq, Member of Parliament for Nunavut, Regional Minister for the North and Minister of Health. "This investment across all three territories will create significant long-term business and job opportunities in Northern communities."

"An important part of this project is that all three territories are working collaboratively to advance their tourism objectives," said Minister Duncan who is also Minister of Indian Affairs and Northern Development and Federal Interlocutor for Métis and Non-Status Indians. "Our Government supports this important partnership which will contribute to a strong and sustainable tourism industry across the North."

"This pan-territorial marketing campaign will put Nunavut and the rest of the territories in the hearts and minds of people across Canada," said Peter Taptuna, Nunavut's Minister of Economic Development & Transportation. "'Canada's Northern House' was a huge success and this new funding allows us to continue that momentum and promote our territories as an amazing place to visit."

"All three territories are very excited about this project," said Colleen Dupuis, Chief Executive Officer of Nunavut Tourism. "It will enable us to reach a broader domestic market than any of us could individually. CanNor's support will be invaluable in helping us grow tourism in Canada's North. Nunavut is proud to be the lead on this important initiative."



Federal investment for this project is made possible through CanNor's Pan-Territorial Fund. The Pan Territorial Fund was created under the renewed Strategic Investments in Northern Economic Development (SINED) program and includes \$5 million over five years for projects that include multiple territories or a territory and one or more provinces.

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To learn more about Canada's Economic Action Plan, visit [www.actionplan.gc.ca](http://www.actionplan.gc.ca) and for more information on Canada's Northern Strategy, visit [www.northernstrategy.ca/index-eng.asp](http://www.northernstrategy.ca/index-eng.asp).

For further information, please contact:

**Office of the Honourable John Duncan**

Michele-Jamali Paquette  
Press Secretary  
819-997-0002

**Canadian Northern Economic Development Agency**

Erin Macpherson  
Communications Advisor  
867-667-3849

**Nunavut Tourism**

Colleen Dupuis  
Chief Executive Officer  
867-979-6551

**Government of Nunavut**

Matthew Illaszewicz  
Manager, Communications  
Economic Development & Transportation  
867-975-7818



# Backgrounder

## **PAN-TERRITORIAL MARKETING CAMPAIGN PROMOTES CANADA'S NORTH AS A YEAR-ROUND TOURISM DESTINATION**

### **CanNor funding: \$3,496,500, over four years**

The Pan North Consortium will receive \$3,496,500 from CanNor to promote and position Canada's North as a unique travel destination to visitors from key Canadian markets.

The campaign, led by Nunavut Tourism, will focus on the key target markets of Montreal, Toronto, Edmonton, Calgary and Vancouver, and be specifically geared to outdoor adventurers and cultural explorers. The campaign will use innovative and creative approaches to gain awareness in the key target markets including the use of television advertising, online social media and media relations.

### **About the Pan North Consortium**

The campaign is a partnership of the Pan North Consortium, which consists of representatives from the governments of Nunavut, Northwest Territories and Yukon and territorial tourism organizations that have a responsibility for marketing.

The Pan North Consortium launched a pan-territorial marketing partnership in conjunction with the first Canada Winter Games held in the North in 2007. The successful 'Look Up North' campaign was created by the partnership and included an original music score featuring Northern artists and HD footage that continues to be used today to market the North as a place to visit.

The three territories chose to partner again for the 2010 Olympics and successfully captured the attention of visitors from around the globe at Canada's Northern House and through a campaign called "Canada's North - A Story Yet to be Told." This campaign has been nominated for a national marketing award.

### **CanNor Programs**

Federal investment for this project is made possible through CanNor's Strategic Investments in Northern Economic Development (SINED) program which focuses on long-term economic growth, economic diversification and capacity building in all three territories.

SINED is one of several economic development programs within CanNor, which is responsible for coordinating and delivering Canada's economic development across the North, and for related policy development, research, and advocacy.