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## **Pan-Territorial marketing brand and campaign launched**

**YELLOWKNIFE (January 25, 2010):** A pan-territorial marketing brand and marketing campaign during the Vancouver 2010 Olympic and Paralympic Winter Games will promote the Northwest Territories as a place to live, work and invest in.

With the debut of the [www.canadasnorth.ca](http://www.canadasnorth.ca) website and the opening of Canada's Northern House this month, the Governments of the Northwest Territories, Nunavut and the Yukon have launched a partnered approach to promoting the North with the "Canada's North" brand. The slogan for the pan-territorial campaign is "Canada's North - A Story Yet To Be Told."

"We're very excited about the launch of this brand and the launch of the pan-territorial marketing campaign," says Bob McLeod, Minister of Industry, Tourism and Investment. "This brand and campaign will allow us to tell our story at the Vancouver 2010 Olympic and Paralympic Winter Games, and promote the NWT to a global audience."

Each territory has contributed \$300,000 to the initiative. Whitehorse-based communications firm Outside the Cube has developed the brand and the marketing plan. That plan will focus on promoting Canada's Northern House, promoting and stimulating interest and attendance during the Canada's Northern Weekend from February 19-21, and leveraging the presence and participation of Canada's North in the 2010 Games to enhance global awareness of the three territories as great places to live, work, and invest in.

The GNWT departments of the Executive, Industry, Tourism and Investment, Municipal and Community Affairs and Education, Culture and Employment are all involved in the planning and implementation of various Olympic and Paralympic activities that will build on the work of the pan-territorial marketing campaign.

A diversified economy that helps to provides all communities and regions with opportunities and choices is a priority of the 16<sup>th</sup> Legislative Assembly. Through its investment in this campaign, the Government of the Northwest Territories is working to create economic opportunities for all NWT residents, under its strategic initiative: *Maximizing Opportunities*.

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