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New Sign Welcomes Visitors to the 60th Parallel

YELLOWKNIFE (May 9, 2011) - Motorists entering the Northwest Territories on Highway #1 are being greeted by a new welcome sign today.

“We are proud to have a colourful new welcome sign that was designed and manufactured in the NWT and creates a great first impression for visitors as they drive in to the territory,” said Minister of Industry, Tourism and Investment, Bob McLeod.

The new sign is part of a number of improvements being completed at the 60th Parallel that highlight the culture, language and geography of the Northwest Territories. Minister McLeod anticipates that more visitors will be drawn in to take their picture beside the sign, as well as to visit the new 60th Parallel Visitors Centre.

The 60th Parallel Visitors Centre provides visitors with information about experiences and activities in all NWT communities. The new, larger and more-modern facility will open May 13, the start of the NWT Parks season and a grand opening is scheduled for June 2, 2011.

Through its support of the tourism sector, the GNWT is working to diversify the economy and provide all communities and regions with opportunities and choices as envisioned in the 16th Legislative Assembly’s *Northerners Working Together* plan.

For more information, contact:

Alayna Ward
Manager, Public Affairs and Communications
Industry, Tourism and Investment
Government of the Northwest Territories
(867) 920-8696

Media requests for interviews with Members of the Executive Council may be directed to:

Office of the Press Secretary • Premier/Cabinet
Government of the Northwest Territories • PO Box 1320 • Yellowknife • NT • X1A 2L9
Tel: (867) 669-2302 • Fax: (867) 873-0111