



**Yukon Historical &
Museums Association**

FOR IMMEDIATE RELEASE

Contact: Nancy Oakley, Executive Director
Phone: (867) 667-4704
Email: info@heritageyukon.ca

Yukon heritage association to participate in Yellowknife tourism mission
Group to build stronger networks to support role of heritage and culture in tourism

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The Yukon Historical & Museums Association (YHMA) is pleased to take part in the upcoming business and tourism mission to Yellowknife, jointly organized by the YG Department of Tourism & Culture and the City of Whitehorse. Representatives of the organization will meet with colleagues at the Prince of Wales Northern Heritage Centre and other members of the NWT heritage sector to discuss shared challenges and opportunities to safeguarding, conserving and interpreting heritage in the Canadian north.

“Those working in the Yukon’s heritage field face significant and varied challenges to what they do.” says YHMA President Sally Robinson. “Every day, Yukoners are finding innovative, creative and practical solutions to these issues. By sharing knowledge on best practices and lessons learned, heritage practitioners will be enabled and inspired to meet these continued challenges. We are looking forward to meeting with our NWT colleagues and strengthening our pan-territorial community of practice.”

According to a 2004 economic impact study, the Yukon heritage sector (comprised of 14 institutions) contributed over \$3 million to the Yukon’s GDP and provided 50 person-years of employment. Over 90% of that spending stayed in the Territory. The sector has since grown to over twenty heritage institutions.

About YHMA: Established in 1977, the Yukon Historical & Museums Association works to inspire and share a passion for Yukon heritage. YHMA acts as the hub of the Yukon heritage community, serving to connect a diverse sector of organizations and individuals (including private businesses, non-profit organizations and governments) engaged in the protection, conservation and interpretation of the Territory’s heritage, which includes institutions, stories, objects and places.