



**Yukon Historical &
Museums Association**

FOR IMMEDIATE RELEASE

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Yellowknife tourism mission a success

Group builds stronger networks to support role of heritage and culture in tourism

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The Yukon Historical & Museums Association (YHMA) has returned from the business and tourism mission to Yellowknife, jointly organized by the YG Department of Tourism & Culture and the City of Whitehorse. Together with representatives from several Yukon museums and First Nation cultural centres, YHMA met 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.

“We are very pleased with the results of the mission.” says YHMA President Sally Robinson. “Thanks to the direct flight between the two northern capitals offered by Air North, the Yukon’s airline, we have laid the groundwork for a pan-territorial heritage community. Our heritage and stories extend beyond our borders, and we are excited to continue working with our territorial counterparts to ensure our collective heritage is safeguarded, conserved and interpreted for current and future generations.”

Representatives discussed several common areas of concern, including education and training, legislation and policy, tourism, and conservation challenges for museums, built heritage and historic sites in northern Canada. Communication was cited as an important, ongoing concern in both territories, and all parties agreed it was important to build a strong network to share knowledge and best practices for the sector.

To continue the conversation, Yellowknifers are planning to attend heritage conferences being organized in the Yukon in 2016. YHMA also strengthened its working relationships with partners in the Yukon tourism and business sectors.

YHMA would like to thank the Yukon Government Department of Economic Development for supporting our participation on the mission.

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.