



# News Release

## Pan-Territorial television commercial encourages Southern Canadians to visit Nunavut

**IQALUIT, Nunavut (March 17, 2011)** – A television commercial will soon be attracting Southern Canadians to Nunavut. The advertisement featuring polar bears, breathtaking views and cultural activities, such as the lighting of the qulliq, will hit national television on Friday, March 18, 2011.

“The commercial is designed to give people from across Canada a real taste of what it is like to visit and tour Nunavut, the Northwest Territories and Yukon,” said Peter Taptuna, Minister of Economic Development & Transportation. “This is high-quality film work with amazing images and sounds of the north. It keeps with our *CLC Tamapta* goal of enhancing Nunavut’s recognition in Canada and the world. The commercial will have a presence during primetime television in Canada’s largest cities.”

The thirty-second commercial hits Canadian airways in the key domestic markets of Vancouver, Edmonton, Calgary, Toronto and Montreal. The more than seven hundred spots will be aired during some of the most popular television shows such as Calgary and Vancouver’s evening news hours, the *Amazing Race*, *American Idol*, *Survivor* and *House*. Specialty programming includes *Ice Road Truckers*, *Holmes Inspection* and *Iron Chef*.

[Digital ads](#) and the [television spot](#) will air on Canadian broadcast stations from March 18 to April 8. The ad is designed to heighten awareness of Canada’s North as a desirable year-round tourism destination and includes a presence on Facebook and Google.

The Pan-Territorial tourism commercial is the first marketing initiative making use of approximately \$700,000 of the \$3.4 million the Canadian Northern Economic Development Agency (CanNor) recently provided the three territories for this purpose. The commercial is similar to the one aired during the 2007 LookUpNorth campaign but has been significantly updated.

Viewers of the commercial will be directed to the Canada’s North website where they then may choose to link to the Nunavut, Northwest Territories or Yukon tourism websites.

###

**For more information, contact:**

Matthew Illaszewicz  
Manager, Communications  
Economic Development & Transportation  
(867) 975-7818  
[millaszewicz@gov.nu.ca](mailto:millaszewicz@gov.nu.ca)

Donna Parry  
Marketing Officer  
Nunavut Tourism  
(867) 979-6551  
[marketing@nunavuttourism.com](mailto:marketing@nunavuttourism.com)

ᐱᓄᓕᓕᓕᓕᓕ ᑕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ ᐱᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ ᐱᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ, ᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ, ᐱᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ ᐱᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ ᐱᓕᓕᓕᓕᓕᓕᓕᓕᓕᓕ, [www.gov.nu.ca](http://www.gov.nu.ca).  
News releases are available in Inuktitut, English, Inuinnaqtun and French on [www.gov.nu.ca](http://www.gov.nu.ca).  
Tuhaqtaghat ittut Inuktitut, Qablunaatitut, Inuinnaqtun Uviititullu talvani [www.gov.nu.ca](http://www.gov.nu.ca).  
Les communiqués de presse sont disponibles en inuktitut, en anglais, en inuinnaqtun et en français à : [www.gov.nu.ca](http://www.gov.nu.ca).