



## PRESS RELEASE

### For Immediate Release

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### Explore the Natural Wonders of Canada's North

#### Deh Cho Travel Connection – 2010 Diamonds in the Rough Passport Contest

Come and discover a Canadian wilderness experience – a drivable northern vacation without the hassles of an extreme adventure. Imagine yourselves being energized by the infinite beauty of our pristine landscape, experience the unparalleled hospitality of our rural lifestyle, feel the excitement and thrill of a natural exhibition by renowned *Aurora Borealis* or a graceful rendition of flight by a small troupe of *Whooping Cranes!*

Coming to Canada's north might even bring a chance encounter with the infamous *Ice Bear*, however, while traveling the Deh Cho Travel route that will be limited to your chance of winning a .5 carat round brilliant *Polar Bear Diamond™* with an estimated retail value of \$7,600.00 or any of our many other exciting prizes.

Each summer adventurous vacationers drive the *Deh Cho Travel Connection*, a scenic touring route linking the *Mackenzie, Liard and Alaska Highways* in northern Canada. Deh Cho is the Dene word for "big river", a fitting name for a region that is home to the colossal *Peace, Liard and Mackenzie* rivers. The route weaves its way across the rolling grasslands of Peace River region, through towering majestic boreal forests and skirts along the foothills of the spectacular *Mackenzie and Canadian Rockies* mountains. Through this labyrinth terrain visitors experience rich culture and history, a myriad of outdoor recreation opportunities and of course, chance encounters with the area's magnificent and abundant wildlife.

This summer, adventurous travelers have another fantastic incentive to travel the Deh Cho Travel route - the opportunity to win a *Government Certified Canadian Diamond™*, mined at one of Canada's first diamond mines and then sculpted into a round brilliant diamond in Yellowknife, "*Diamond Capital of North America™*" at a local cutting and polishing facility. All you have to do is participate in the Deh Cho Travel Connection's "*Diamonds in the Rough*" passport contest.

Travelers can pick up their Deh Cho Passport and get it stamped at any of the twenty participating Visitor Centre's along the Deh Cho Travel route.

The Diamonds in the Rough campaign will run from May 15 – September 1, 2010. Full contest details are available at [www.dehchotravel.com](http://www.dehchotravel.com).

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