

SPECTACULAR NORTHWEST TERRITORIES

MEDIA UPDATES



For Immediate Release

Deh Cho Travel Connection Contest Continues in 2011

YELLOWKNIFE, NT (December 2, 2010) The Deh Cho Travel Connection is pleased to announce that the *Diamonds in the Rough* passport campaign will continue next year from May 15, 2011 until September 1, 2011. The prize is once again a round brilliant Government Certified Canadian Diamond™, donated by the city of Yellowknife.

Contest winners from the 2010 campaign came from Alamosa, Colorado, Camrose, Alberta and Fort Nelson, BC. The geographic range of the winners demonstrates the ongoing success of this campaign in attracting visitors to travel the region.

The Deh Cho Travel Connection is a marketing coalition of more than 20 communities, municipal districts, tourism marketing organizations and government agencies throughout northern Alberta, British Columbia and the Northwest Territories. The Travel Deh Cho Travel Loop links the Liard, Mackenzie and Alaska highways in northern Canada.

Travelers collect stamps at Visitor Information Centers throughout the three jurisdictions. To complete their passport, a traveler needs four stamps from each jurisdiction. Completed passports are mailed to Northwest Territories Tourism where they are entered into the draw that takes place at the Northwest Territories Tourism Annual Banquet Awards each November.

Full contest details are available at www.dehchotravel.ca.

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