



MEDIA UPDATE

Deh Cho Travel Connection - 2011 *Diamonds in the Rough* Passport Contest YELLOWKNIFE, NT (May 10, 2011)

May 15th, 2011 marks the first day that you can pick-up your 2011 Deh Cho Travel Connection Passport and the start of your summer vacationing experience “*Where Road Meets Wilderness*”

The *Diamonds in the Rough* passport campaign will run from May 15, 2011 until September 1, 2011 with the grand prize once again being a ½ carat brilliant Canadian Diamond donated by the city of Yellowknife ~ *Diamond Capital of North America*™. The grand prize winners from the past 3 years came from Alamosa, CO, from Peace River, AB and from Wetaskiwin, AB. The contest also offers exciting secondary prizes and most participating Visitor Centres also conduct local prize draws.

Travellers need to collect 4 stamps from participating Visitor Information Centers in each of the two provinces and the Northwest Territories for a total of 12 stamps.

The Deh Cho Travel Connection or route is a tourism marketing coalition that promotes this 2,200 Km driving route along with several side trip opportunities. There are 22 participating communities and municipal districts located throughout northern Alberta, northeastern British Columbia and the southern Northwest Territories. The Deh Cho Travel Connection route links the Mackenzie, Liard and Alaska highways in northern Canada.

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

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