



## For Immediate Release

### **Yukon Chamber of Commerce and the Businesses of the three Territories raise more than \$32,000 for Nepalese Earthquake Relief with the world-famous "Sour Toe"!**

Tuesday May 5, 2015 - Whitehorse, Yukon

The Yukon Chamber of Commerce led a Business Delegation of more than 70 from Yukon and NWT to Iqaluit, Nunavut and in partnership with Nunavut businesses, raised more than \$32,000 for Nepal Earthquake Relief.

The Yukon Chamber, together with Air North, Yukon's Airline, arranged a charter flight to Yellowknife and on to Iqaluit to facilitate Yukon and NWT businesses participation in Up Here Magazine's 3rd Annual Frozen Globes Business Awards ceremony.

With the support of the Downtown Hotel, the Yukon delegation was able to bring along the world famous "Sour Toe" from Dawson City for its first trip to Nunavut. Passengers were offered in-flight "Mile-High Sour Toe Cocktails" with proceeds going towards Nepal Earthquake relief. By the time the flight reached Iqaluit, delegates from Yukon and NWT has raised close to \$3000! This was further added to by the Nunavummiut in attendance at the Frozen Globes gala who courageously downed a Sour Toe.

Hearing about the success of the delegation flight fundraising, and demonstrating the power of pan-Northern partnership, Nunavut-based Sarvaq Aviation challenged fellow airlines Canadian North and First Air to join them and each match the \$3000 raised on the delegation flight! The resulting challenge was accepted, raising a total of \$12,000 in a single day! Air North, Yukon's Airline also rose the challenge with a fourth \$3,000 match, and Yellowknife-based Ardicom Digital Communications added a further \$500. This total of more than \$16,000 will in turn be matched dollar for dollar by the federal government, resulting in more than \$32,000 of aid that will flow to Nepalese earthquake victims!

"This is a perfect analogy for the power of Northern business", said Yukon Chamber President Peter Turner. "A small good idea captures the attention and imagination of local northerners. And then by sharing the idea and exploring partnerships, it can snowball into something big, successful and impactful in the broader world!"

“As all Northerners know, in times of crisis we all come together as a community, regardless of our business affiliations,” said Sarvaq Aviation President Adamee Itorcheak. “It makes me proud of Northern businesses, particularly my aviation counterparts when we can contribute in such a meaningful way.”

“We have been deeply moved by the stories and images that have come out of Nepal in the wake of last week’s devastating earthquake,” said Hunter Tootoo, Senior Director Business Development and Community Relations for Canadian North. “Northerners are known for our shared sense of compassion and our eagerness to help others in need. In this spirit, we are proud to unite with our fellow northern airlines to bring support to the Nepalese people.”

“As the airline of the North, we have consistently shown our willingness to help those most in need - not only to our Northern communities, but also in an international context when disasters occur. Funds will provide financial support needed in the early recovery and reconstruction efforts.” said René Armas Maes Director, Sales and Marketing at First Air. “Our thoughts are with the Nepalese people at this time.”

“Our passengers on the Frozen Globes charter led the way with an unexpected in-flight fundraiser,” said Allan Moore, Air North’s Chief Operating Officer. “It was natural for us to support that. We feel strongly that it’s important for all of us, individuals and companies, to do our part to assist—and we’re proud that so many from the Yukon, Northwest Territories, and Nunavut are doing exactly that.”

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