



For Immediate Release!

Yukon Chamber of Commerce (YCC) in conjunction with the Tourism Industry Association of the Yukon (TIAY) is pleased to announce the signing of a joint memorandum of understanding between the two organizations

May 30, 2014.

The Yukon Chamber of Commerce and the Tourism Industry Association of the Yukon recognize that it is in mutual interest of both organizations to, when possible, work closely on efforts and objectives that are mutually beneficial to the two organizations. For this reason YCC and TIAY have signed a Memorandum Of Understanding (MOU) that will add a TIAY representative to the YCC board, as an ex-officio, nonvoting, board member.

Rich Thompson, Interim Chair of the Yukon Chamber of Commerce commented, "by having a representative designated by the TIAY board hold an ex-officio membership on the YCC Board of Directors, our two organizations can ensure better communication, and awareness of the issues impacting each of our respective organizations' business members. Opportunities to exchange information, share the planning events of mutual interest, and pursue common professional development opportunities, will be of benefit to each of our constituent memberships."

"Tourism is a vital part of the Yukon economy", said Neil Hartling, Chair of the Tourism Industry Association of the Yukon (TIA Yukon). "A closer working relationship between TIAY and the Yukon Chamber of Commerce is a natural fit, as we both are working to enhance business in the territory and both realize the incredible potential of tourism to add even more revenue to the territory when all of our partners work together."

Incorporated in 1985, the Yukon Chamber of Commerce is the collective voice of Yukon's Business Community, working to create a climate conducive to a strong private-sector economy by providing leadership and representation on issues and projects affecting business. The Chamber represents the four Community Chambers of Dawson City, Silver Trail, Watson Lake and Whitehorse, as well as over 700 Yukon businesses, through either direct or Community Chamber membership.

Incorporated in 1973, the Tourism Industry Association of the Yukon (TIA Yukon) is the voice of Yukon's Tourism industry. Representing almost 400 members from tourism-based businesses, TIA Yukon assists its members through the training and marketing programs that it administers. TIA Yukon works closely with YG and other tourism stakeholders to ensure that the territory's tourism potential remains strong and that tourism operators are able to pursue opportunities as they arise.

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