

**FOR IMMEDIATE RELEASE**

November 28, 2011

**Yukon businesses honoured at 2011 Canadian Tourism Awards**

Ottawa – Yukon tourism business Nahanni River Adventures and Canadian River Expeditions was honoured by the Tourism Industry Association of Canada (TIAC) as the recipient of the Parks Canada Sustainable Tourism Award, one of fourteen 2011 Canadian Tourism Awards presented November 24 at a gala ceremony at the Fairmont Chateau Laurier in Ottawa.

The Parks Canada Sustainable Tourism Award is presented to an organization that has made an outstanding contribution to the practice and promotion of sustainable tourism in Canada.

Neil Hartling, owner and operator of Nahanni River Adventures and Canadian River Expeditions, accepted the award at the gala ceremony saying, “Fifty years from now, today’s business leaders won’t be remembered for their return to shareholders. They will be remembered for their efforts to make the world a better place for future generations.”

For more than 25 years, Hartling has been an active advocate for environmental protection, including park establishment and expansion, as well as responsible, sustainable resource use. Recognized by National Geographic as one of the Best Adventure Companies on Earth, Nahanni River Adventures and Canadian River Expeditions are leaders in responsible tourism practices - including Leave No Trace business practices, cultural and environmental education and local community development.

Also recognized during the awards gala was Yukon business Fritz Mueller Photography (FMP). As one of 3 national finalists for the Corporate Partner of the Year Award, FMP was nominated in recognition of their corporate and personal contributions to Yukon’s tourism industry.

Nahanni River Adventures and Canadian River Expeditions as well as Fritz Mueller Photography were nominated for the national awards by the Tourism Industry Association of the Yukon (TIA Yukon). “We are very proud of our Yukon finalists,” says Krista Prochazka, Executive Director with TIA Yukon. “With the record number of award nominations received by TIAC this year, Yukon’s presence as a leader in tourism did not go unnoticed.”

The Canadian Tourism Awards are presented annually by TIAC to recognize success, leadership and innovation in Canada’s tourism industry. The awards have become the standard of excellence for businesses and organizations in the travel industry, showcasing the nation’s best tourism products, services and experiences.

-30-

For more information:

Emilie Joslin  
Membership and Community Relations Officer, TIA Yukon  
(867) 668-3312  
[emilie.joslin@tiayukon.com](mailto:emilie.joslin@tiayukon.com)