



ARCTIC WINTER GAMES WHITEHORSE 2012

Arctic Winter Games Theme Song Relay Embarks on its Yukon Tour

January 5, 2012 – FOR RELEASE

Whitehorse, YT – The AWG Theme Song Relay “Music Box” was delivered today by Air North personnel, to the AWG Host Society President, George Arcand at the hangar of Air North, Yukon’s Airline.

After travelling over 20,490 km around the circumpolar north, visiting each of the other 8 AWG participating regions, the “Music Box” returned to Whitehorse to begin its journey around the Yukon. “The 2012 Arctic Winter Games Theme Song Relay ignites the message of circumpolar friendship with the World” say Arcand who proudly accepted the well travelled box “Now it is our turn to showcase the sights, sounds and culture of the Yukon and share the Games energy with the communities”.

For the first time in its 42 year history, the Arctic Winter Games has a relay prelude our circumpolar North celebration of sport and culture. Unlike other Games relays where a flame, torch or baton is passed from person to person, a song has relayed across the circumpolar north.

The Whitehorse 2012 Arctic Winter Games Theme Song Relay's objective is to capture the spirit of the nine participating regions through their contributions of song, sound and images. The relay not only raises awareness of the Games, it also showcases the regions of the circumpolar north that participate in this multicultural-multisport event and engages youth in a positive and inspiring way.

Root Sellers, dynamic Yukon musicians known for their high energy music, composed the Games theme song. For the past 10 months, the song visited Alaska, Yamalia, Finland, Greenland, Nunavut, Nunavik, Northern Alberta and NWT. At each stop the participating region added its own unique sights and sounds. When the relay is completed, Root Sellers will work their magic with all the returning relay video and audio clips to create the ultimate AWG theme song music video. This official 2012 AWG Theme Song will be unveiled at the Opening Ceremonies.

With the Music Box’s return, now it is Yukon's turn. Over the next three weeks, Pam Boyde and Joyce Sward, Chair and vice-chair of the Theme Song Relay Committee, will bring the relay music box to every community in the territory. “This is so exciting,” Boyde said. “Schools, municipalities, and First Nations have been busy planning and working on what they want to contribute to the theme song music video. I can't wait to see what they have in store for us... relays bring the Games to people's doorsteps,” said Boyde. “Soon Yukoners all over the territory will be able to be a part of the AWG 2012 in their home town.”

Yukon's leg of the AWG Theme Song Relay may be followed on facebook at <http://www.facebook.com/pages/2012-Arctic-Winter-Games-Theme-Song-Relay/187789607923800>

- 30 -



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THEME SONG RELAY – YUKON SCHEDULE

DATE	COMMUNITY
Mon, Jan 8 & 9	Watson Lake
Tue, Jan 9	Teslin
Wed, Jan 11	Tagish
	Carcross
Thu, Jan 12	Marsh Lake
	Mount Lorne
Fri, Jan 13	Beaver Creek
Sat, Jan 14	Burwash Landing
	Destruction Bay
Mon, Jan 16	Haines Junction
Tue, Jan 17	Old Crow
Wed, Jan 18	Dawson City
Thu, Jan 19	Mayo
Fri, Jan 20	Pelly Crossing
Sat, Jan 21	Ibex Valley
Mon, Jan 23	Ross River
	Faro
Tue, Jan 24	Carmacks
Wed, Jan 25	Whitehorse

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Whitehorse 2012 Arctic Winter Games

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