

Celebrating Rendezvous with YEU

The Yukon Employees' Union was front and centre at Rendezvous again this year.

Our union tent, situated at the entrance to the festival grounds, drew a crowd of revellers picking up photo contest entry forms, and spinning a wheel for prizes while they learned about YEU. The giant YEU squirrel mascot again attracted huge attention, as tourists and locals gathered around for photograph opportunities.

YEU's gallant Community Challenge Team, The Bargainators, even managed to win a couple of events. In spite of this success, they still ended up with the red lantern for finishing last. The Yukon Sourdough Rendezvous affords the union a chance to inform Yukoners about our work in the community, while providing support to a worthy event.

YEU Photo Contest Winner Announced

This year YEU introduced a photo contest offering a flight for 2 on Air North. Entrants sought out a recognizable Rendezvous icon so they could be photographed holding a sign with the YEU logo. They then submitted the photo to YEU on Facebook, Twitter, or by sending an image to the union as an email attachment.

In all, 224 entries were received, making this one of the most successful union promotions ever. A random draw was held to select the winner. Josh Carr and Tallulah Lamerton-McCullough (right) entered a single photo and were each awarded one Air North ticket. Congratulations Josh and Tallulah! Enjoy your flights.

He's everywhere! He's everywhere!

Just like Chicken Man, the YEU squirrel seemed to be everywhere during Rendezvous. Hugging kids and adults at the Rendezvous grounds, cheering on the YEU team during the Community Challenge, playing golf at the Kids' Fest at Whitehorse Elementary School, bouncing around the aircraft at the Rendezvous Air Show, waving to the crowd from the back of the YEU truck during the parade—and posing for pictures at every stop.



In only two years since his introduction, the YEU squirrel has become a fixture at Rendezvous, and one of the most popular icons during the weekend. Our thanks to Derek Yap for donning the squirrel costume for three days straight (shhhh, some people still think the squirrel is a real, if oversized rodent).

See side two for more photos of YEU at Rendezvous 2013.