

Subject: NWT Tourism – Changing Transformative Travel With VR

To: Noel Hudson, The Toronto Star

Hi Noel,

I read your story about what Quebec has to offer for adventure-seeking travellers and I thought it was terrific. I am writing today to offer you first dibs on embarking into NWT Tourism's new campaign called #NWT Will Change You, which offers Canadians a chance to experience the natural spectacle of the Northern lights right outside their doorsteps.

With so much free time spent on screens, NWT Tourism is giving Canadians two chances to experience what the Northwest Territories has to offer through an immersive VR experience in Toronto, Calgary and Vancouver, with a chance to win a once-in-a-lifetime trip for two to Northwest Territories.

You and a photographer would have access to experiencing five of the most transformative adventures in the Northwest Territories, including Arctic fishing, reindeer sledding and paddling a glassy alpine lake under a midnight sun.

Available for interviews are:

- Cathie Bolstad, CEO of Northwest Territories Tourism
- Julie Warnock, communications manager at NWT Tourism

I look forward to discussing this opportunity with you. I can be reached at sarah.bakri95@gmail.com or (289) 892 – 7054. I'll give you a call tomorrow to hear your thoughts on this.

Warm regards,
Sarah