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News Release

For immediate release

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Whitehorse, Yukon, Canada

Do you have that winter melancholy that is impervious to vitamin D? Or are you just grateful that the sun is coming back, sitting higher in the sky and lighting the ground, finally, in Riverdale? Winter has been forgettable this year aside from the few cold snaps but we are still weighed down with winter boots. Whether you have winter demons to exorcise or have that itchy "spring is coming" feeling, we have good news for you. The Burning Away the Winter Blues Celebration is just over the horizon.

The 13th Annual Burning Away the Winter Blues is set for Saturday, March 19, 2011 at 8:30pm

Burning Away the Winter Blues is a torch lit procession that weaves its way along the waterfront trail to the Robert Service Campground where a huge bonfire greets the participants. This year's effigy, representing the blues of winter is being created by Stephanie Lambert.

As in the past four years, the event will be live webcast. Yukon residents are able to invite friends and family from afar to attend the event over the web. Just go to www.burningawaythewinterblues.com and click on "live webcast". Presently last year's webcast is still on the website, but on the night of the event, this link will be live and interactive. Residents are encouraged to come by the web cam and greet their friends and family both here and outside.

The live webcasting itself is quite an event. Three people, one with a battery pack and navigo unit, one with the laptop, and another with a small video camera, are all connected together by wires. With no plug-ins we are able to broadcast the event completely over the air waves. Last year people as far away as China attended. So email all your friends the link.

McFarlane says of the live webcasting: "We're so remote here, far away from family often. With the live webcasting they can virtually attend. I really like the idea of joining people up and bridging distances".

People are encouraged to bring their "blues" written on pieces of paper. A "blues bag" is passed around the circle at the fire and the bag is then tossed on the fire. "If there is magic in symbolic action, then perhaps we'll get our wishes and our blues will be burned away" says McFarlane.

Additionally people are encouraged to dress up, wear make-up, bring a percussion instrument and get into the Mardi-Gras spirit.

Organizers request that people park at Robert Service campground and catch the shuttle bus to the muster point at the SS Klondike. That way your car will be near you when the time comes to leave. Shuttle buss runs from 8:15 to 8:45.

Volunteers are welcome. There are many roles to play from effigy and torch carriers to security people.

Yukoners can contact Linda Leon at 668 5028 or e-mail her at lmleon@northwestel.net.

A photo shoot with What's Up Yukon and Stephanie Lambert creator of this year's fabulous effigy will be held on March 7th. The shoot will take place in McCrae at Yukon Educational Theater's storage area at 4:00pm.

For more information regarding the shoot please contact Burning Away the Winter Blues Production Manager Linda Leon at 867 668 5028 or 867 335 7720 (cell used day of event only). Linda can be reached by email at lmleon@northwestel.net.

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