



## **NEWS RELEASE**

**City of Yellowknife  
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### **CITY OF YELLOWKNIFE TO DEVELOP NEW COMMUNICATIONS PLAN**

Yellowknife, NT (May 27, 2011) The City of Yellowknife has launched a review of its public communication methods with the intention of developing a new municipal Communications Plan. To assist in this work, the City has hired a local communications firm to research promising communication practices in other municipalities, interview staff and community stakeholders and provide community residents with an opportunity to participate in providing communication planning ideas through an online survey. The survey will take place from May 27<sup>th</sup> to June 17<sup>th</sup>.

“This will add to the information gathered through the 2010 Yellowknife Citizen Survey which was used to develop Yellowknife’s new community-based strategic plan entitled ‘Shaping Yellowknife’s Future’. That strategy calls for the City to improve engagement with citizens. So we are taking a fresh look at all our communications and are developing this new Communications Plan”, explained Mayor Gordon Van Tighem.

The community residents’ online survey will be available on the City’s website at [www.yellowknife.ca](http://www.yellowknife.ca) or by going to [www.yksurvey.ca](http://www.yksurvey.ca). As an incentive for citizens to complete the survey, respondents can enter a draw to win one of 2 one-month family flexipasses to use at the new Fieldhouse and the Ruth Inch Memorial Pool.

For more information:

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