



FOR RELEASE  
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## **Annual teddy bear campaign kicks off**

WHITEHORSE—The Yukon Liquor Corporation is once again bringing their popular Twin Bear program back in time for the holidays.

For every bear purchased by a customer, its twin is donated to organizations with Christmas charity programs. In previous years participating organizations have included various Health and Social Service units throughout Yukon, the Whitehorse General Hospital and Yukon Emergency Medical Services. These agencies provide a bear to a child or adult in care who is sick, injured or has experienced a traumatic event.

"The annual teddy bear program has become a seasonal tradition for many Yukon families," Minister responsible for Yukon Liquor Corporation Stacey Hassard said. "Donating a bear is a small gesture that can provide an added comfort to children or adults in distress."

This year the black and white bears are festively accessorized in red and green Canada scarves. There are also two large promotional bears that will be given to two local organizations that aim to reduce alcohol-related harms and promote responsible consumption of liquor, namely Mothers Against Drunk Driving (MADD) Whitehorse and Fetal Alcohol Syndrome Society Yukon (FASSY).

"The Twin Bears program has always been a wonderful success," Hassard added. "Since its introduction in 1992, the program has provided over 11,000 bears to children and seniors living in Yukon."

The bears will be on sale for \$12, while quantities last, at all liquor store locations in Whitehorse, Mayo, Dawson City, Haines Junction, Watson Lake and Faro.

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Contact:

Dan Macdonald  
Cabinet Communications  
867-393-6470  
dan.macdonald@gov.yk.ca

Stephen Dunbar-Edge  
Yukon Liquor Corporation  
867-667-8924  
stephen.dunbareedge@gov.yk.ca

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