



FOR RELEASE  
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## **Twin Bears program celebrates 21 years in Yukon communities this holiday season**

WHITEHORSE—The popular Twin Bears program is back just in time for the holidays. The annual program donates toy teddy bears to children and elderly persons in need.

"The teddy bears donated through this program bring comfort to Yukoners throughout the year," Minister responsible for Yukon Liquor Corporation Brad Cathers said. "Donating a bear is a small gesture that can mean so much for people in need or distress regardless of their age."

For every teddy bear purchased at Yukon liquor stores, its twin is donated to organizations such as Yukon Emergency Medical Services, which hands out the bears to children and seniors who are sick, injured or experiencing a traumatic event.

"Emergency medical situations can be distressing for children and elderly patients," said Director responsible for Yukon Emergency Services Michael McKeage. "Our emergency medical responders know first-hand the hope and comfort a toy bear brings to a child when it is given to them in the back of an ambulance. This special friend can support patients, young and old, through their recovery."

This year the black and white bears are festively dressed in red sweaters with snowflake patterns embroidered on the front.

"The Twin Bears program has been supported by many Yukoners," Cathers added. "In the last 21 years, we have shared almost 11,000 bears with Yukon children and seniors."

The bears will be on sale starting November 22 for \$12 at Yukon Liquor store locations in Whitehorse, Mayo, Dawson City, Haines Junction, Watson Lake and Faro.

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### Contact:

Elaine Schiman  
Cabinet Communications  
867-633-7961  
elaine.schiman@gov.yk.ca

Simone Dumbleton  
Communications, Yukon Liquor Corporation  
867-667-5760  
simone.dumbleton@gov.yk.ca

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