



FOR RELEASE  
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## **The Teddy Bear Twins are back in all Yukon liquor stores**

WHITEHORSE—The annual Twin Bear program that donates toy teddy bears to Yukoners in need is back for the Christmas season.

The Twin Bear program is an annual tradition for many Yukon families and since its introduction 22 years ago the program has brightened the holidays for more than 11,000 Yukon children and seniors.

For every bear purchased by a customer, its twin is donated for children and others in need through the good work of the Yukon Hospital Corporation, Yukon Emergency Medical Services, Health and Social Services as well as non-governmental organizations. In turn, these programs provide a bear to a child or senior who is sick, injured or has experienced a traumatic event.

"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 gesture that can mean a lot for people in distress."

This year the brown and white bears are festively dressed in red vests with embroidered snowflake patterns.

"My family and I have been collecting the twin teddy bears since they were first introduced," long-time supporter of the Twin Bears program Miriam Smith said. "This year I will be buying one for my first grandchild, so this will be an extra-special year for my bear collection."

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

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