

FOR RELEASE
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Spring ID blitz targets underage drinking

As part of Yukon's Check 25 program, the Yukon Liquor Corporation (YLC) and the RCMP will conduct a Yukon-wide identification blitz in May to increase public awareness of responsible consumption of liquor, to encourage a culture of moderation and to help reduce the incidence of illegal underage drinking.

During the annual spring ID blitz, customers of licensed establishments who appear to be under the age of 25 will be asked to provide at least two pieces of proof-of-age identification. Those customers unable to do so will be asked to leave. If an underage person is in a licensed establishment and in possession of alcohol, both the underage person and the licensee may be charged.

This program aims to support licensees in ensuring alcohol is not served or sold illegally to minors and to raise awareness about responsible service and consumption.

Quotes

"The Yukon Liquor Corporation takes its social responsibility commitments seriously. Check 25 is one way YLC helps raise awareness of the harms of underage consumption and restricts access to liquor by underage persons. During the ID blitz, and throughout the year, I encourage everyone to carry two pieces of proof-of-age identification whenever entering a bar, licensed restaurant or any place licensed to sell or serve liquor."

–Minister responsible for the Yukon Liquor Corporation John Streicker

"Young brains need to be protected. Underage drinking puts our youth at risk both directly from the effects of alcohol, as well as from its indirect effects related to impaired judgement."

–Chief Medical Officer of Health Dr. Brendan Hanley

"The annual ID blitz helps encourage compliance with Yukon's liquor laws and helps keep young people and their friends safe. The RCMP is pleased to support Yukon Liquor Corporation inspectors in delivering this important public safety program, and will continue to assist in educating Yukoners on responsible and legal liquor consumption."

–Yukon RCMP Criminal Operations Officer Superintendent Brian Jones

Quick facts

- In May 2012, YLC implemented the Check 25 program, which is used in various Canadian jurisdictions. The campaign is part of the liquor corporation's social responsibility program and is similar to the roadside check-stop program.
- YLC recommends all customers of bars, restaurants or other establishments licensed to sell liquor be able to produce at least two pieces of valid photo proof-of-age identification when asked by a server, liquor inspector or RCMP officer; or by a retail store worker in a liquor store.
- Yukon liquor inspectors, retail store staff and the RCMP check customers throughout the year for proper identification to ensure compliance with the *Liquor Act*.

Learn more: ID requirements

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