



FOR RELEASE
May 23, 2013

Cybertip campaign raised awareness in Yukon of online safety for children

WHITEHORSE— The partnership between the Yukon government and the Canadian Centre for Child Protection to raise awareness of tools for the prevention of and response to online exploitation of children has been deemed a success.

During the two-month cybertip advertising campaign, more than 2,000 Yukoners visited www.cybertip.ca, representing a 1,285 per cent increase in average monthly visits from Yukon. The cybertip website hosts information on preventing and reporting the online exploitation of children. The campaign consisted of posters, newspaper, radio, bus, newsletter and online ads.

"Through our partnership with the Canadian Centre for Child Protection, we are ensuring that Yukoners have access to resources, tools and reporting to combat online exploitation and bullying," Justice Minister Mike Nixon said. "I'm pleased that so many Yukoners saw the cybertip ads and took the time to explore the excellent resources on the website. It is everyone's responsibility to do what we can to keep children safe."

The Yukon government has committed to working with the Canadian Centre for Child Protection, providing \$75,000 over a three-year period, to bring its resources to Yukon. A team made up of officials from the departments of Justice, Education, and Health and Social Services, as well as the Women's Directorate and the Youth Directorate, is exploring further ways to bring the centre's expertise and educational materials to Yukon.

"We are so pleased to be partnering with the Yukon government," Canadian Centre for Child Protection Executive Director Lianna McDonald said. "With advancements in technology, never has there been a more imperative time to come together to protect children and youth from online sexual exploitation. We believe that in working together, Yukoners and the Canadian Centre can help build stronger and safer communities for children and youth in the online and offline worlds."

The Canadian Centre for Child Protection is a national non-profit organization dedicated to the personal safety of all children. For more information, visit www.protectchildren.ca.

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Contact:

Matthew Grant
Cabinet Communications
867-393-6470
matthew.grant@gov.yk.ca

Carolyn Shimmin
Canadian Centre for Child Protection
204-945-8074
204-801-6838
carolyn@protectchildren.ca

Shari-Lynn MacLellan
Communications, Justice
867-456-6583
shari-lynn.maclellan@gov.yk.ca