



Government of Yukon

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NEWS *release*

FOR RELEASE #09-181
August 4, 2009

ID Blitz Aims to Reduce Underage Drinking

WHITEHORSE – Liquor inspectors and the RCMP will conduct identification checks as part of a campaign to discourage minors from purchasing liquor and frequenting drinking establishments.

“We’re taking positive action to target underage drinking,” Jim Kenyon, Minister responsible for the Yukon Liquor Corporation said. “In addition to regular and on-going inspections, the ID Blitz raises awareness of issues associated with minors and alcohol.”

Under the Yukon *Liquor Act*, a person must be 19 years old or over to be in a bar or to purchase liquor. Proper identification is required.

The campaign runs from August 5 to September 5. This initiative, similar to a roadside check stop program, is in addition to regular inspection and enforcement activities.

This ID Blitz is the third such campaign and it is part of an on-going commitment to the Substance Abuse Action Plan.

More information is available from the Yukon Liquor Corporation in liquor stores, from liquor inspectors and online at www.ylc.yk.ca.

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