



FOR RELEASE
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Yukon to celebrate Canada Water Week 2012

WHITEHORSE—Yukon is part of the coast to coast to coast observation of Canada Water Week (March 19-25), a national campaign encouraging Canadians to work together to improve stewardship of our valuable freshwater resources.

"Canada Water Week is an opportunity for Yukoners to learn about the good work being done throughout the territory on water protection, use and management," Environment Minister Currie Dixon said. "The Government of Yukon is committed to maintaining and enhancing the quality of Yukon's natural resources – including our water resources – for present and future generations."

Yukon activities for Canada Water Week include a film night at the Yukon Interpretive Beringia Centre, a photo contest, information displays, and a guided tour of the Whitehorse Dam. The Yukon Energy Corporation, Yukon River Intertribal Watershed Council, Yukon Water Board, Environment Yukon and the Department of Energy, Mines and Resources are organizing these activities.

Through the Council of the Federation, provinces and territories are holding events to support the theme of Celebrating and Conserving Water Across Our Country. The Yukon government is encouraging Yukoners to discover their water footprint so they will become more mindful of the choices they can make to support sustainable management of freshwater resources everywhere.

A water footprint is the amount of freshwater used directly and indirectly in one's daily activities. The average Canadian consumes nearly 6,400 litres of water every day – only 10 per cent is used directly for drinking, cooking and washing with the rest used indirectly to produce food, paper and other materials.

"Reducing water consumption, increasing water efficiency, protecting water quality and adapting to climate change impacts on water resources can have both environmental and economic benefits and is essential to a healthy, secure and prosperous Canada," Dixon said.

For more information about Canada Water Week activities in Yukon please visit our website.

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Contact:

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

Nancy Campbell
Environment Yukon Communications
867-456-6794
nancy.campbell@gov.yk.ca

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