



FOR RELEASE
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ID blitz aims to reduce underage drinking

WHITEHORSE—The Yukon Liquor Corporation will conduct an ID blitz this spring in an effort to reduce illegal underage drinking, Minister responsible for the Yukon Liquor Corporation Scott Kent announced today.

"The Yukon Liquor Corporation takes its social responsibility role very seriously," Kent said. "The ID blitz helps raise awareness of issues associated with minors and alcohol."

Under the Yukon *Liquor Act*, a person must be 19 years old or over and able to produce identification to be in a bar or purchase liquor.

The campaign is part of an ongoing commitment to the Substance Abuse Action Plan and will run from May 4 to May 31. The initiative is similar to the roadside check-stop program, and complements regular and ongoing inspections. The corporation has also launched the new Check 25 initiative, which will encourage more requests for identification from persons who look young.

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