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BE PREPARED TO TALK TO YOUR CHILDREN ABOUT DRINKING

WHITEHORSE – The Yukon Liquor Corp. has released *Be Prepared to Talk to Your Children about Drinking*, a new tool to help parents discuss drinking and drinking-related issues with their children.

“The Yukon Liquor Corp. has provided this relevant, factual information to assist parents to talk about drinking with their children,” minister responsible for the Yukon Liquor Corp. Jim Kenyon said. “Adults need to talk with youth about healthy lifestyle choices and how to better handle certain alcohol-related situations.”

About Drinking, a 32 page full-colour guide, has been very well-received in other jurisdictions and was adapted from a publication of a Québec non-government organization, Éduc’Alcool. This publication is particularly helpful for parents, grandparents and care-givers of children between eight and 18 years old.

Éduc’Alcool produced the publication after two years of research and peer group testing. The information was also based on international research assisted by the University of Montréal and other organizations specialized in producing educational teaching aids for all ages.

The booklet will be distributed directly to all households in rural Yukon communities. In Whitehorse, it is available free-of-charge at the liquor store and a variety of other locations including medical clinics, First Nation offices and the Whitehorse General Hospital. English and French electronic versions of the publication are also available on the Yukon Liquor Corp. website at www.ylc.yk.ca. To request a hard copy, you may also call (867) 667-8010 or toll free 1-800-661-0408, extension 8010.

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