

News Release.....

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GOOD HOST KIT AVAILABLE FOR OVERNIGHT GUESTS

WHITEHORSE – To help deter drinking and driving and make get-togethers safer, the Yukon Liquor Corporation is offering a *Good Host Kit* for unexpected overnight stays.

The *Good Host Kit* comes in a refillable 1 litre plastic water bottle and includes travel-size toiletry items such as toothbrush, toothpaste, 2-in-1 shampoo, shave cream, disposable razor, hand sanitizer and pre-moistened wipes.

"The best strategy for responsible hosts is to pre-plan and do all they can to prevent their drinking guests from driving home after a party," said Jim Kenyon, minister responsible for the Yukon Liquor Corporation. "This convenient kit provides handy solutions for caring hosts who want to make unexpected overnight guests feel more comfortable, and make gatherings safe and enjoyable."

This solutions-based promotion is modeled after the Liquor Control Board of Ontario and MADD Canada's highly successful initiative from December 2004.

"Consumer interest in the Ontario promotion showed that hosts are interested in practical ways to accommodate and encourage guests to stay overnight rather than drink and drive," says Kenyon. "The *Good Host Kit* offers good value and helpful tips for both hosts and consumers."

Hosts can also reduce alcohol-related risks for themselves and their guests by offering lowalcohol and alcohol-free refreshments, and serving plenty of high-starch, high-protein foods so no one drinks on an empty stomach. More responsible entertaining ideas and hosting tips are available on line at <u>www.ylc.yk.ca</u>.

The kit is available, while quantities last, for \$10 (retail value \$20) at all Yukon liquor stores.

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Contact:

Peter Carr Cabinet Communications Advisor (867) 667-8688 <u>peter.carr@gov.yk.ca</u> Nathalie Harwood Yukon Liquor Corporation, Communications (867) 667-5075 *nathalie.harwood@gov.yk.ca*