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TWIN BEAR PROGRAM IN ITS FIFTEENTH YEAR

WHITEHORSE – Since 1992 the Yukon Liquor Corporation has invited its customers to share in the spirit of the holiday season through the ever-popular Twin Bear program.

Each year, Yukon liquor store customers are invited to buy twin teddy bears for \$10. One bear goes home with the customer, while the other is given to someone special during the holiday season.

“This is one of my favourite initiatives,” Jim Kenyon, minister responsible for the Yukon Liquor Corporation, said. “The annual Twin Bear program is genuinely a giving and sharing opportunity.”

Liquor store customers can purchase a set of bears for \$10. This year customers can choose either a red or green “teddy.”

“The management and staff of the Yukon Liquor Corporation are proud of this tradition and thank their customers for their generosity during the festive season,” Kenyon added.

Each year, the bears bring comfort to kids in care and in need, from hospitalized children, to those in shelters and those receiving Christmas hampers. Since this program began, more than 7,000 bears have brought smiles to little faces.

In the spirit of giving, include a visit to a Yukon liquor store while holiday shopping and purchase a Twin Bear this season. Bears are on sale until Christmas, while quantities last.

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