

FOR RELEASE # 07-218

October 15, 2007

**RIDE SAFE, RIDE SOBER**

WHITEHORSE – Impaired driving on Yukon roadways, trails and waterways remains a leading cause of injuries and death. In 2005, half of the fatal collisions in Yukon involved liquor.

“Liquor is often consumed in association with recreational activities,” Jim Kenyon, minister responsible for the Yukon Liquor Corporation, said. “When the activity involves the operation of a vehicle, the combination can have tragic consequences.”

The Yukon Liquor Corporation (YLC) has developed a series of four coasters intended to remind consumers to enjoy their recreational and motor vehicle activities safely and responsibly.

“The key to this initiative is to make people aware that the potential dangers of drinking and driving also apply to recreational vehicles and to encourage them to act responsibly,” Kenyon said.

The first in the coaster series is directed at all-terrain vehicle operators. Another different seasonal message will be released every three to four months over the next year.

Coasters will be made available free to liquor store customers, licensees and permit-holders.

“We want Yukoners and visitors to plan ahead to stay safe,” said Kenyon. “If you choose to drink, please wait until you’ve finished your recreational activities for the day.”

You can find out more about YLC’s responsible drinking initiatives on the Web site at [www.ylc.yk.ca](http://www.ylc.yk.ca).

-30-

Contact:

Roxanne Vallevand  
Cabinet Communications  
(867) 667-7949  
[roxanne.vallevand@gov.yk.ca](mailto:roxanne.vallevand@gov.yk.ca)

Doug Caldwell  
Communications, Yukon Liquor Corporation  
(867) 667-8065  
[doug.caldwell@gov.yk.ca](mailto:doug.caldwell@gov.yk.ca)