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TWIN BEAR PROGRAM IN ITS FOURTEENTH YEAR

WHITEHORSE - Since 1992, The Yukon Liquor Corporation has been inviting its customers to share in the spirit of the holiday season through the Twin Bear Program.

As in the past, liquor store customers can purchase a set of twin bears for \$10. One bear goes home with the customer and the other is given to someone special during the holiday season. This year customers can choose either a chocolate or honey-coloured bear to take home.

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

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 the program was first introduced, over 6,500 bears have brought smiles and happiness into the lives of many of the young and the young at heart.

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

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Contact:

Albert Petersen
Cabinet Communications
(867) 633-7961
Albert.Petersen@gov.yk.ca

Laura Lang
Yukon Liquor Corp. Communications
(867) 667-5941
Laura.Lang@gov.yk.ca



Minister of Yukon Liquor Corp. Jim Kenyon with Twin Bears display.