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SHARE A BEAR THIS HOLIDAY SEASON

WHITEHORSE – Yukon Liquor Store customers are invited to buy a set of twin teddy bears for \$10; one bear goes home with the customer, while the other is donated to a charitable organization for distribution to someone special during the holiday season.

“The annual Twin Bear program is truly a giving and sharing opportunity,’ the minister responsible for the Yukon Liquor Corp. Jim Kenyon said. “The management and staff of the Yukon Liquor Corp. are proud of this tradition and thank the public for helping to brighten the holiday season for children in need.”

Since 1992 the staff and customers of Yukon liquor stores have been helping to bring a little happiness into the lives of deserving children. Over the years, nearly 6,000 twin bears have brought smiles to the young and the young at heart.

This year, staff from each of the six Yukon Liquor Stores will be dressing up a bear as their Christmas mascot.

“Last year’s bear was dressed in an adorable little fleece vest,” the manager of Retail Stores and Territorial Agent Services, Allison Briden explains. “The stores all agreed it would be fun to dress up this year’s chenille-like teddy to make it look like a true Yukon bear.”

The ‘mascots’ will be featured in each liquor store’s Twin Bear display until Dec. 23.

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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Attachment: Photograph

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Minister Jim Kenyon with Twin Bears Program located at Yukon Liquor Store