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“BE UNDRUNK” CAMPAIGN LAUNCHED

WHITEHORSE – The Yukon Liquor Corporation has launched a new campaign, “Be Undrunk”, to help young adults consider the consequences of binge drinking.

Young Yukoners are invited to visit the Yukon Liquor Corporation “Be Undrunk” web-site and share their stories about how too much drinking ruined a social occasion. In return, the first 100 submissions will receive a “Be Undrunk” hoodie. Selected stories will be used in future campaigns.

“You may have seen - or experienced - the consequences of over-consumption. If you have, you already know what “Be Undrunk” is all about,” said Jim Kenyon, Minister Responsible for the Yukon Liquor Corporation. “Knowing when to stop can prevent a lot of potential problems before they ever start.”

Geared toward younger adults 19 – 24 years of age, the campaign provides information on the health and social risks of “binge drinking”. It also encourages young adults to think about their drinking habits and make responsible choices.

In North America, binge drinking is generally defined as five or more alcoholic drinks in a row during a single occasion. Binge drinking can lead to poor judgment, unacceptable behaviour, a variety of health problems and dangerous risk-taking such as impaired driving.

“The Yukon Liquor Corporation is committed to encouraging the safe, healthy and responsible use of liquor, consistent with the principles of the *Substance Abuse Action Plan*. We are concerned with binge drinking activities that occur particularly among younger adults,” Kenyon said. “If you drink, you should drink responsibly because getting drunk is never a good idea.”

The “Be Undrunk” program was originally launched by the Manitoba Liquor Control Commission. In the first three months, they had over 12,000 visits to their web-site, and more than 2,000 individuals shared their stories of how drinking too much ruined a good time.

Drinking might be part of your good time. But getting drunk shouldn't be. You can share your story by logging on to www.ylc.yk.ca.

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