

FOR RELEASE #07-088  
May 9, 2007

**YUKONERS DIG DEEP TO SUPPORT GRADUATES**

WHITEHORSE – As part of our commitment to promote the responsible use of liquor products, the Yukon Liquor Corporation conducted an in-store campaign to help raise funds for substance-free celebrations for graduating high school students.

Between March 16 and April 14, liquor store customers were invited to donate \$1 toward substance-free grad celebrations for high school students in their community. In return, customers received an individually-wrapped Botticelli chocolate.

“This was an excellent opportunity for Yukoners to support graduating students who choose to enjoy their prom celebrations safely and responsibly,” Jim Kenyon, minister responsible for the Yukon Liquor Corporation, said.

The money raised by each liquor store stays in the respective community. In total, the generosity of Yukon liquor store customers resulted in almost \$1,000 for grad committees territory-wide.

All donations will be forwarded directly to graduation celebration organizing committees in addition to an annual contribution of approximately \$3,000 from the Yukon Liquor Corporation. Graduating classes in Yukon communities without liquor stores will receive funds equivalent to those raised in similar-sized communities.

As well, the Yukon Liquor Corporation has matched, dollar for dollar, the total donations received during this campaign with the proceeds going to the local chapter of Mothers Against Drunk Driving (MADD).

"We are very grateful for the financial contributions and on-going support we receive from the Yukon Liquor Corporation," MADD Whitehorse President Alvin Pederson, said.

-30-

Attachment: Photo

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)

**Attachment: Photo**

