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HAVE FUN IN THE SUN - BUT DON'T DRINK 'TIL YOU'RE DONE

WHITEHORSE - Personal watercraft drivers are being reminded not to drink alcohol until after having motorized "fun in the sun" this summer.

Yukon is partnered in a national three-part poster campaign, encouraging off-road vehicle drivers not to drink alcohol until after they have finished their vehicle activity for the day.

The first poster in the series is aimed at personal watercraft drivers and features the tagline "Have fun in the sun - But don't drink 'til you're done." In the coming months, two other posters will focus on all-terrain vehicles and snowmobiles.

"Off-road vehicles are still vehicles, and the rules about not drinking and driving apply," Jim Kenyon, the minister responsible for the Yukon Liquor Corp. said. "We want to remind drivers to operate off-road vehicles responsibly, and if they plan to consume alcohol, to wait until after they've completed the activity."

National water safety statistics show that alcohol is involved in 37% of boating fatalities. About 80% of drowning involves men, especially between 18 and 24. Adults aged 25 - 49 account for 41% of all water-related deaths.

"The misuse of alcohol when operating off-road vehicles is becoming a concern in all areas of the country. By joining together in this campaign, liquor jurisdictions across Canada hope to raise public awareness of this issue," said Don Lussier, president and CEO of the Manitoba Liquor Control Commission and current chair of the Canadian Association of Liquor Jurisdictions. "This joint national campaign reminds everyone that drinking and driving should never mix, whether you are on a roadway or enjoying off-road recreational activities."

"Every year needless accidents and deaths occur because people choose to mix alcohol with boating and other water-related activities," said Lois Moore, volunteer member of the Lifesaving Society B.C. and Yukon Branch. "The Lifesaving Society is proud to work with the Canadian Association of Liquor Jurisdictions and the Yukon Liquor Corp. on this latest water safety campaign."

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Contact:
Peter Carr
Cabinet Communications Advisor
(867) 667-8688
peter.carr@gov.yk.ca

Doug Caldwell
Communications & Policy Analyst
Community Services
(867) 667-8065
doug.caldwell@gov.yk.ca