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YUKON LIQUOR CORP. HIGHLIGHTS SOCIAL RESPONSIBILITY WITH NEW BAGS

WHITEHORSE – The Yukon Liquor Corp. is reminding customers that “moderation is always in good taste” with its new, reusable cloth bags.

“The Yukon Liquor Corp. promotes social responsibility when it comes to the sale and consumption of alcoholic beverages,” minister responsible for the Yukon Liquor Corp., Jim Kenyon said. “We strive to communicate our message to Yukon consumers in innovative and resourceful ways.”

This initiative is in response to requests from staff and customers looking for an alternative to paper bags.

The environmentally-friendly bags feature the “moderation” slogan, in English and French, and they are printed in bright tones to represent the vibrancy of the North.

The reusable bags have a roomy centre section and two side pockets on the outside. Bags are available at all Yukon liquor stores for a cost of \$3, which includes GST.

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