

FOR RELEASE

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**HAVE FUN ON YOUR RUN - BUT DON'T DRINK 'TIL YOU'RE DONE**

WHITEHORSE – The Yukon Liquor Corp. is distributing a poster discouraging Yukoners from combining the use of motorized sports machines with the consumption of alcohol, the minister responsible for the Yukon Liquor Corp., Jim Kenyon announced.

“The liquor corporation has teamed up with other Canadian jurisdictions to introduce this third in a series of posters designed to target those who use motorized sports machines, particularly in a recreational setting,” Kenyon said.

The poster is directed at all-terrain vehicle (ATV) operators. It highlights the message of responsibility and stresses that if you are going to ride, then don't mix your outing with the use of alcohol.

“The misuse of alcohol while operating off-road vehicles is a concern in all areas of the country,” Kenyon said. “Every year needless accidents and deaths occur because people choose to mix alcohol with motorized sports.”

In February 2003, the Canadian Institute for Health Information reported that injuries from ATV-related activities were the third most common cause of severe injuries next to cycling and snowmobiling. In 2000/2001, ATVs accounted for 1.3 per cent of overall injury hospitalizations, and of those, 26 per cent involved prior consumption of alcohol.

“The same responsible attitude toward drinking and driving also applies to recreational vehicles,” Kenyon said. “We want to remind people to operate their off-road vehicles responsibly, and encourage them to wait until after they're done riding for the day if they plan to consume alcohol.”

The Canadian Association of Liquor Jurisdictions coordinated the three-phase social responsibility initiative, which also promotes personal water craft and snowmobile safety.

The poster will be displayed in Yukon liquor stores or you can download a version from the Yukon Liquor Corp. website at [www.ylc.yk.ca](http://www.ylc.yk.ca).

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