



NEWS RELEASE

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NSLC introduces new ID challenge campaign during Orientation Week

HALIFAX, NS (August 26, 2010) – Social Responsibility is a cornerstone of the NSLC's mandate. In support of the university students returning to Acadia and St. Francis Xavier, during Orientation Week (September 5 – 11) the NSLC stores in Wolfville, New Minas and Antigonish will ask all customers for valid identification to eliminate the possibility of a minor making a purchase of beverage alcohol.

"We are proud to support the university communities and work with our licensee business partners to prevent underage and binge drinking activities during this time of year," says NSLC President and CEO Bret Mitchell. "Keeping alcohol out of the wrong hands is a tremendous responsibility that the NSLC and the licensees take seriously. The intent of the campaign is to protect youth while making all customers feel young again and take pride in showing their identification."

The "Feel Young" campaign depicts mature customers dressed in younger clothing presenting their ID to purchase alcohol. NSLC policy requires the request and production of age identification on any purchase transaction in order to ensure that the beverage alcohol is not sold to any person not of legal drinking age. The NSLC is enforcing this policy to all customers for the designated time period to ensure that alcohol is purchased in a responsible manner and only by those of legal drinking age. In addition to the three NSLC stores asking all customers for identification, most licensed establishments in the surrounding communities will also ask customers for identification during Orientation Week.

The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than half a billion dollars of revenue a year, returning more than \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering almost 6,000 products from around the globe through 160 retail outlets, and 2,100 licensees. The NSLC is driven to be a sustainable and community focused organization helping to make Nova Scotia an even better place to live.

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