For Release:
October 23, 2012

New Victoria Gold Yukon Student Encouragement Society Raises Over $45,000 to Improve Student Attendance in Yukon Schools

Whitehorse, Yukon – The newly launched Victoria Gold Yukon Student Encouragement Society raised over $45,000 during its inaugural *Every Student, Every Day* fundraising event on Saturday, October 13 in Whitehorse.

The evening brought together over 70 individuals and countless businesses and volunteers to raise awareness and funds for the society's initiative to help improve student attendance in Yukon schools.

"The Victoria Gold Yukon Student Encouragement Society was established earlier this fall as a result of a partnership between Victoria Gold and the Yukon Government, in which Victoria Gold committed to creating an independent fund that individual Yukon schools can apply to for student attendance improvement activities that resonate with their own students and within their unique communities," said society Director Kelly Arychuk.

All proceeds from the *Every Student, Every Day* fundraiser, together with the initial $15,000 Victoria Gold committed in May 2012, will benefit this initiative and work toward decreasing the territory's current dropout rate of 30 per cent.

"We are committed to supporting student attendance and success as we all know that attendance and student encouragement are community issues and that solutions need to be found both inside and outside our territory's schools," continued Arychuk.

The Victoria Gold Yukon Student Encouragement Society is currently working with Yukon Education to finalize the criteria and application, which are anticipated to be available to Yukon schools in early 2013.

"We are so appreciative of the generous spirit of community and giving that Yukoners continually demonstrate and look forward to working with all our partners moving forward," said Arychuk.

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