

Every Student, Every Day

VICTORIA GOLD YUKON STUDENT ENCOURAGEMENT SOCIETY

FOR RELEASE:
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***Every Student, Every Day* Hosts Virtual Fundraising Auctions for Student Success**

Whitehorse, Yukon - The **Victoria Gold Yukon Student Encouragement Society's** *Every Student, Every Day* initiative to help address barriers to safe and regular school attendance is hosting online fundraising events this week to support student attendance projects in schools and communities throughout the territory.

In light of COVID-19, *Every Student, Every Day's* volunteer organizers have adapted their traditional community outreach efforts, due to the pandemic's physical gathering restrictions, with two innovative, virtual events.

On now, until Sunday, October 4 at 10:00 a.m. PST, *Every Student, Every Day* is hosting an online silent auction at www.givergy.ca/esed. The dozens of items available for bid highlight the Yukon's rich arts, tourism and hospitality sectors and include several experiential packages to, and within, the territory.

Every Student, Every Day's second fundraising initiative is a virtual live auction being held on Saturday, October 3 at 7:00 p.m. PST; hosted by Society President Tara Christie and Victoria Gold Corp. President and CEO John McConnell. To access the live auction web cast link and join the auction, please visit www.glisr.live/esed.

"Now more than ever, Yukon students, parents, educators and school communities need our collective support in order to help our territory's children go to school safely each day and every day," says Victoria Gold Yukon Student Encouragement Society President Tara Christie. "Working together to make safe school attendance a priority is one of the most powerful ways we can prepare our children for success, both in school and in life."

Established in 2012, *Every Student, Every Day* has raised and distributed over \$800,000, due to the generosity of individual, community and corporate sponsors and an annual funding match from the Yukon Government of \$30,000, to directly benefit well over 100 student attendance projects in the Yukon.

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