



Manitoba Liquor Control Commission

# News Release

For Release: Monday, June 8, 2009

## MLCC to Eliminate Photo-Id Program

The MLCC will eliminate its photo-identification program on June 29, 2009.

MLCC President and CEO Don Lussier said the MLCC photo-id card does not meet current stringent security requirements for photo identification and upgrades to the card would require significant costly enhancements, thereby increasing the cost of the card.

“The MLCC card was established in 1983 as a means of providing the public with photo identification for proof of age purposes at a time when Manitoba had no other form of photo identification,” said Lussier. “Today, Manitoba drivers have photos on their drivers’ licences, and non-drivers have two new options for photo identification with built-in security features - the Manitoba Identification card and the Enhanced Identification card offered through Manitoba Public Insurance agents.”

Lussier said because MLCC photo-identification card have no expiry date, cards issued prior to June 29, 2009 may continue to be accepted by licensees as proof of age.

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