

[Immediate release]

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“Responsib'ALL Drinking” Campaign Launched to Promote Responsible Drinking among College Students

Hong Kong, 3 October 2013 – The Hong Kong Forum for Responsible Drinking (FReD) today launched its “Responsib'ALL Drinking” campaign to promote responsible drinking on university campuses.

The campaign was part of the “Responsib'ALL CSR Case Competition” aimed at inspiring college students to develop outreach programs promoting responsible drinking among their peers. This competition was launched in 2012 by Pernod Ricard, a founding member of FReD and then transferred to FReD’s oversight in 2013.

Marvel, a team of students from The Hong Kong University of Science and Technology’s Marketing and Management program, was selected as the winner of the competition. The team received a trip to Paris to visit Pernod Ricard’s offices and financial support to implement their proposed campaign, known as “Responsib'ALL Drinking”.

A key feature of their campaign is the “Cl!nk”, a smart phone application created by *Marvel* that will be made available for free public download on 1 October 2013. The app provides users with four key features: responsible drinking tips, advice on ways to handle alcohol-related problems, information on blood alcohol content and hotline support information.

“*Marvel* is a passionate and talented team of students. I am proud to partner with them and to see the successful implementation of their creative ideas promoting responsible drinking among university students,” said Mr. Steven Co, Chairman of FReD.

To share their message and teach students about their app through fun and interactive games, the *Marvel* team will host an information booth at The Hong Kong University of Science and Technology campus between 3 and 4 October 2013.

“The competition gave us a unique opportunity to raise awareness of responsible drinking among college students in Hong Kong using new mediums such as smart phone applications and on-campus activities,” said Darryl Soh, the team leader of *Marvel*. “We hope that our efforts will inspire college students to drink responsibly.”

FReD is committed to promoting responsible drinking throughout Hong Kong. In addition to the “Responsib'ALL Drinking” campaign, FReD will also be partnering with students from The City University of Hong Kong to conduct additional outreach activities in 2013-2014, and will continue its work on college campuses across the Territory.

Hong Kong
Forum for
Responsible
Drinking
香港
理性飲酒
促進會



Media Enquiries

Amy Wendholt/ Queenie Ip

Tel: 2826 9388/6025 6596

E-mail: info@fred.org.hk

<http://www.facebook.com/HKFRd>

<http://www.fred.org.hk>

About FReD

Established in 2010, Hong Kong Forum for Responsible Drinking (FReD) is an organisation that is committed to promoting responsible consumption of alcoholic beverages in Hong Kong. One of its key initiatives is to discourage drink driving in Hong Kong. For more information, visit FReD's website: www.FReD.org.hk.