



Immediate Release

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Pledge Platform Launched to Cut Down Holiday Drink Driving

Hong Kong Forum for Responsible Drinking goes to the public for anti-drink driving support

Hong Kong, 21 December 2012 – The Hong Kong Forum for Responsible Drinking (FReD) today launched its second annual “Together, our voices can stop drink driving” campaign inviting the public to pledge to stand against drink driving.

In light of increased breathalyzer screening points around Hong Kong during the holidays, the initiative aims to generate anti-drink driving support from the ground up, encouraging Hong Kongers to remind their loved ones to not drink and drive during the holidays.

This year’s campaign will center around FReD’s website – http://www.fred.org.hk/fred/pledgewall_e.html – which invites people to pledge their support in stopping drink driving and encouraging their family and friends to do the same.

Four responsible drinking ambassadors will visit bars in Lan Kwai Fong and Tsim Sha Tsui on the evening of 21 December to gather anti-drink driving pledges in person. Bar goers that pledge to not drink and drive and speak to others about responsible drinking will be able to take a picture with Santa.

Since its founding in 2010, FReD has been committed to promoting responsible drinking and supporting the Hong Kong government in stopping drink driving. Last year’s “Together, our voices can stop drink driving” campaign attracted over 300 participants who developed slogans to encourage others not to drink and drive.

“We believe that Hong Kong needs to stand together against drink driving in order to make our roads safer,” said Mr Daniel Sjögren, Chairman of FReD. “We hope that by pledging to speak out against drink driving, the public will support each other in making the responsible choice during the festive season.”

The campaign will run from 21 December 2012 to 20 February 2013.

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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.