



Immediate Release

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Lunar New Year Tour Launched to Stop Holiday Drink Driving

Hong Kong Forum for Responsible Drinking seeks public support for anti-drink driving efforts

Hong Kong, 1 February 2013 – The Hong Kong Forum for Responsible Drinking (FReD) today announced that Chinese New Year responsible ambassadors will tour bar areas as a part of its “Together, our voices can stop drink driving” campaign that invites the public to pledge to speak out against drink driving.

Four responsible drinking ambassadors will visit Lan Kwai Fong on the evening of 2 February 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 write or receive a customized spring couplet for Chinese New Year.

The public can pledge their support on FReD’s website (<http://www.fred.org.hk/>) on or before 20 February 2013 to stop drink driving and encourage their family and friends to do the same.

The campaign is the second part of a larger initiative to remind people to drink responsibly during the holidays. In December of 2012, anti-drink driving ambassadors dressed like Santa toured bar areas and received more than 550 pledges from individuals to promise that if they drink, they will not drive.

“The Chinese New year is a time to celebrate with friends and family.,” said Mr Daniel Sjögren, Chairman of FReD. “Our goal is to remind Hong Kong to support each other in making the responsible choice with regards to alcohol so we may all enjoy the festive season.”

Since its founding in 2010, FReD has been committed to promoting responsible drinking and supporting the Hong Kong government efforts to stop drink driving.

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Scan to pledge your support



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.