

[Immediate release]

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3D Chalk Art Image Launched to Spread Anti-drink Driving Message

Hong Kong Forum for Responsible Drinking calls for public actions against drink-driving

Hong Kong, 25 July 2014 – The Hong Kong Forum for Responsible Drinking (FReD) today held the “Together, Our Voices Can Stop Drink-Driving” Chalk Art Launch Ceremony at Sha Tin Town Hall Plaza, to promote the anti-drink driving message to the public. At the event FReD and Sha Tin District Councillor Mr Wai Hing-cheung jointly called upon Hong Kong’s community to pledge their support to combat drink-driving.

The launch ceremony marks the official unveiling of FReD’s 3D anti-drink driving chalk art image. The image, which encourages viewers to interact with and become part of the art, playfully demonstrates the dangers of driving after drinking, featuring alligators and pirhanas on the path to reaching the ignition. The 3D anti-drink driving chalk art image was created by We Talk Chalk, a world-renowned provider of creative marketing solutions from 22 July 2014 to 24 July 2014.

The art display furthers FReD’s mission of promoting responsible drinking. Since its founding in 2010, FReD has been committed to promoting responsible drinking and supporting the Hong Kong government in stopping drink-driving.

“We are so pleased to welcome so many of Hong Kong’s residents to not only see, but interact with the 3D art displayed today,” said Ms Shaine DeVenny, Chairman of FReD. “By taking pictures in and around the 3D anti-drink driving image and pledging your support to prevent drink driving, we hope we will positively influence the community and remind our families and friends to speak out against drink-driving.”

FReD invites the public to upload their own photos of the drawing to the online photo challenge on FReD’s Facebook (www.facebook.com/HKFReD) from 22 July 2014 to 5 August 2014. FReD also encourages the public to pledge their support to stop drink-driving on FReD’s website (www.FReD.org.hk) and share the message with their family and friends through social media. Prizes of Octopus cards with a face value of HKD 200 plus the HKD 50 refundable deposit will be awarded to the 10 photos whose images receive the most votes.

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

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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.