



Immediate Release

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### **FReD, Road Safety Council and Legislators join hands to spread anti-drink driving message before the holiday season**

The holiday season always represents a time to relax, enjoy and have a few drinks with family and friends. However, while alcohol and celebrations may often go together, drinking and driving don't mix. The Hong Kong Forum for Responsible Drinking (FReD) recognises this is a crucial period to renew public awareness about driver safety issues, specifically by reinforcing the anti-drink driving message: it is never sensible to drink and drive.

FReD is an organisation that is committed to promoting responsible drinking and supporting the government in its fight against drink driving in Hong Kong.

To remind the general public of the possible grave consequences of drink driving, Mrs. Jenny To, Chairman of FReD, together with the honourable guests Mr. Lawrence Yu, Chairman of Campaign Committee of Road Safety Council, legislators Hon. Tommy Cheung and Hon. Tanya Chan, jointly launched the anti-drink driving publicity campaign today in Plaza Hollywood where a bandaged car was displayed as a reminder to the public of the risks of drink driving.

"As people are looking forward to Christmas and New Year celebrations, we wish to take this opportunity to encourage drivers not to drink and drive when they go out celebrating with friends and families," said Mrs. Jenny To, Chairman of FReD.

"The bandaged car is part of our continuous efforts in the fight against drink driving and will serve as a reminder to the general public that there is a lot at risk when you drive after drinking – not only will your car get hurt, you, your passengers and others on the road will also be injured," she added.

In addition, FReD launched its official website ([www.FReD.org.hk](http://www.FReD.org.hk)) today with the aim to raise the awareness about responsible drinking in Hong Kong. The newly launched website provides tips on how to practice responsible drinking and information about the effects of alcohol.

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#### **About FReD**

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 has been directed to discourage drink driving in Hong Kong. For more information, visit FReD's website: [www.FReD.org.hk](http://www.FReD.org.hk).