

[Immediate release]

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Hong Kong Forum for Responsible Drinking to Promote Anti-drink Driving Message During Chinese New Year

Hong Kong, 24 January 2014 – The Hong Kong Forum for Responsible Drinking (FReD) today launched its “Together, our voices can stop drink driving” campaign to reinforce anti-drink driving messages and seek the public’s support to fight drink driving over the Chinese New Year holiday.

The Chinese New Year is a time for celebration. With the aim of increasing public awareness of anti-drink driving during the holiday season, FReD began its “Together, our voices can stop drink driving” campaign in 2011 to encourage members of the public to personally spread the message to their family and friends.

As part of this initiative, four responsible drinking ambassadors will visit Lan Kwai Fong on the evening of 25 January to gather anti-drink driving pledges and deliver the message of responsible drinking in person. The public can also pledge their support to stop drink driving on FReD’s website (<http://www.fred.org.hk/>) and are urged to also share the message with their friends through social media.

“This campaign is meant to remind everyone that they have a role to play in ensuring that drink driving does not take place during our holiday celebrations – that every voice matters,” said Mr. Steven Co, Chairman of FReD.

Since its founding in 2010, FReD has been committed to promoting responsible drinking and supporting the Hong Kong government in its efforts to stop drink driving. In the upcoming months, FReD will also be partnering with students from The City University of Hong Kong to conduct outreach activities on school campuses and spread the importance of responsible drinking to wider audience.

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About FReD

Established in 2010, Hong Kong Forum for Responsible Drinking (FReD) is an organisation that is committed to promoting the 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.