



Immediate Release

6 December 2011

Calling for anti-drink driving action around the holiday season

Launching the "Together, our voices can stop drink-driving" campaign

The Hong Kong Forum for Responsible Drinking (FReD), Legislator Hon. Chan Hak-kan and showbiz veteran Mr Paco Wong jointly called for community action against drink driving and pledged their support to stop drink driving at the "Together, our voices can stop drink-driving" campaign launch ceremony today. The campaign is organised by FReD with encouragement from the Road Safety Council as the supporting organisation.

The event, held at the Cultural Centre's Piazza, was attended by Mrs Jenny To, Chairman of FReD, along with the honourable guests Dr Eric Cheng M.H., OSTJ, JP., Chairman of Road Safety Council Campaign Committee of Road Safety Council and Hon. Chan Hak-kan.

The launch ceremony marks the beginning of the territory-wide "Together, our voices can stop drink-driving" campaign, which invites everyone to follow the QR code and join FReD in speaking out against drink driving.

In addition to reminding the public of the risks of drink driving ahead of the holiday season, FReD hopes to proactively build and encourage community-wide support in standing against drink driving.

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 committed to promoting responsible drinking and recognise the importance of engaging the entire community in speaking out against drink driving," said Mrs Jenny To, Chairman of FReD. "By simply following the QR code and pledging your support to anti-drink driving, we will positively influence our families and friends and make a difference in our own community."

FReD invites the public to contribute their own anti-drink driving pledges by visiting www.FReD.org.hk or scanning the QR code on FReD's posters placed around the territory over the next month. FReD also encourages users to share their anti-drink driving messages on Facebook to spread the message to families and friends from 6 December 2011 to 31 January 2012. As a token of appreciation, recognition may also be given to those who submit creative pledges.

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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.