



**HM GOVERNMENT OF GIBRALTAR**  
**MINISTRY OF EQUALITY, SOCIAL SERVICES & THE ELDERLY**  
14 GOVERNOR'S PARADE  
GIBRALTAR

**PRESS RELEASE**

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**Enjoy your day, 'Stay Safe campaign'**

The Care Agency and Royal Gibraltar Police are conducting an alcohol awareness campaign ahead of next week's National Day Celebrations. The theme of the campaign is 'Enjoy your day...Stay safe' and it will follow last year's campaign which was so well received.

This year's promotion consists of posters placed at key locations, newspaper adverts, a specially produced TV advert warning of the possible consequences of binge drinking and a series of talks in schools in the week leading up to National Day.

The Government recognises that the majority of individuals within our community are responsible and will join in the spirit of the day. Nonetheless, it aims to raise awareness among persons who may inadvertently place themselves at risk when they drink alcohol. It hopes to make individuals to think of the consequences before they decide to binge drink. In particular, young persons need to be equipped with the facts of how alcohol may impact on their health and their safety. They also need to know understand how to avoid putting themselves in a vulnerable situation.

Additionally, as from this week the Royal Gibraltar Police will visit all relevant retailers to advise them of their responsibilities in respect of the sale of alcohol to persons under the age of 18.

The Minister for Equality, Social Services and the Elderly said "This is a perfect example of the Care Agency working in partnership with other agencies; by working with the Royal Gibraltar Police we are able to make this campaign more effective. National Day is a special day for Gibraltarians and of course we want everybody to enjoy it but we would like to remind people, especially young people, to drink responsibly".