

## PRESS RELEASE

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### **National Day Binge Drinking Awareness Campaign**

As in previous years, the Government is embarking on an awareness campaign in the lead up to National Day aimed at encouraging individuals to adopt a responsible approach towards alcoholic beverages, under the slogan 'Drink Responsibly'. The Government recognises that, has always been the case, the vast majority of people will participate in the events in a mindful and civic manner.

In order to achieve this, Government will be launching a poster campaign. Copies of these posters will be distributed with the help of Youth Service.

Additionally, as from the 2nd of September the Community Drugs and Alcohol Team will be giving out free National Day themed t-shirts at John Mackintosh Square every morning. These t-shirts will also carry an alcohol awareness message. There will also be a stall where members of the team will be offering advice and providing literature on the subject.

Binge drinking is defined as drinking alcoholic beverages with the intention of becoming intoxicated by heavy consumption of alcohol within a short period of time. The Government advises that people should not consume more than the recommended daily unit guidelines of 3 to 4 units of alcohol for men (equivalent to two pints of average strength beer) and 2-3 units of alcohol for women (equivalent to 2-3 175ml glasses of wine).