GYSB CAMPAIGN

DRINKING’S NOT SEXY

Asia Pacific Breweries’ Get Your Sexy Back campaign enters its second phase

BINGE drinking isn’t cool or healthy. So drink in moderation.

Yesterday Asia Pacific Breweries Singapore (APBS) announced the second phase of their “Get Your Sexy Back” (GYSB) campaign, a youth-for-youth initiative to promote responsible drinking among young adults.

The inaugural campaign ended in March.

Led by volunteers from student bodies and tertiary institutions, the new phase will be bigger, and focus on discouraging binge drinking with music, sports, fashion and friendship.

At a press conference yesterday, Dr Mathew Mathews from the Department of Sociology at National University of Singapore shared key findings of a study commissioned by APBS for the campaign, revealing startling numbers on youth drinking.

According to the survey, which involved 531 youths aged between 18 to 25, respondents were aware of the campaign, and over 70 per cent agreed that the campaign had made them aware of the importance of drinking responsibly.

The programme will spread the moderate drinking message over the next 10 to 12 months at various sporting, concert and party events. The first major event to promote the GYSB campaign will be the NTU Street Challenge, happening today.

To mark the official launch, T-shirts designed with a Shakespeare-inspired slogan, “Two beers or not two beers. That is the Question”, are also available for a limited period at selected NewUrbanMale.com outlets.

Binge drinking is a growing problem around the world. Two weeks ago, a London psychology undergraduate studying at Warwick University downed half a litre of vodka in 20 minutes, in an attempt to win a £40-bet with his friends. He died shortly after from alcohol poisoning.

In a press release, Mr Bennett Neo, General Manager of APBS, said: “At Asia Pacific Breweries Singapore, we take our role as a responsible corporate citizen very seriously, and are committed to taking the lead in promoting responsible drinking in the community.”