

Edinburgh Trams team up with Diageo

Locals and visitors encouraged to 'Join the Pact' on Edinburgh Trams

Diageo has partnered with Edinburgh Trams to encourage residents and visitors to the capital to travel by tram and sign up to the drinks company's anti drink drive campaign.



Continuing Diageo's commitment to responsible drinking, two of the trams travelling from the city centre to Edinburgh Airport until the end of April will carry Johnnie Walker JOIN THE PACT branding to encourage more people to drink responsibly and commit to never drink and drive.

The global anti-drink drive campaign will run while the Scotland Rugby team are playing in the 2018 NatWest 6 Nations Championships and the bespoke trams will run until the end of April.



David Cutter Diageo President of Global Supply and Procurement encourages locals and visitors to Join the Pact with Edinburgh Trams

David Cutter, Diageo President of Global Supply and Procurement said, "It's a busy time in the capital as the city hosts Six Nations home games against France at Murrayfield and a great opportunity for us to target both Edinburgh locals and the thousands of visitors to the city.

"Not only do we want rugby fans to start their JOIN THE PACT journey by travelling by public transport on match days, we want them to join millions around the world in making a long-standing commitment to never drink and drive."

Diageo launched the JOIN THE PACT campaign in 2008 as part of its efforts to tackle drink driving around the world. Over 5 million people have already signed up to the pledge, working towards the company's global target of securing 50 million pledges by 2025.



Ewan Andrew Managing Director of Diageo's International Supply Centre strides off Johnnie Walker JOIN THE PACT branded tram

David added: "Our ambitious JOIN THE PACT target shows our tireless determination to make progress on reducing drinking and driving. The campaign has been activated in over forty countries across five continents and we believe Scotland's capital city can make a truly great contribution as we strive to make a difference."

George Lowder, Chief Executive at Transport for Edinburgh commented: "Promotions on Edinburgh's trams are proving hugely successful. With around 7,000 services running through the city every month, Edinburgh Trams is an ideal partner for Diageo to promote their anti-drink drive campaign."

To sign up to the Johnnie Walker JOIN THE PACT pledge, visit: www.JohnnieWalker.com/en-gb/Responsible-Drinking



Diageo's Ewan Andrew with supporter Ryan Hamilton