

# Lothians MSP backs Drink Free Days campaign

Asda is working with independent alcohol education charity, Drinkaware, to provide free information and advice on alcohol to customers in Edinburgh and the Lothians this week.

In Asda Leith, customers were given information on how to reduce their alcohol consumption by taking more drink free days every week.

This is part of Drinkaware's flagship campaign to encourage men and women to think about their drinking and to highlight that having more drink free days can improve their health and reduce risks of serious long-term conditions.

Customers were able to talk to Drinkaware ambassadors to discuss any concerns they have about alcohol and were encouraged to complete a quick alcohol assessment.

Miles Briggs, Scottish Conservative Lothian MSP, said: "It was great to see Asda take a lead in promoting the need for responsible alcohol consumption.

"Drinkaware's advice provides people with an easy and achievable way to cut back and reduce the risk of alcohol-related harm to their health"

Polly Jones, Scottish Corporate Affairs Manager at Asda, said: "We are pleased to have partnered again with Drinkaware, as we know our customers respond positively to the factual and non-judgmental advice they provide.

“This is an important part of Asda’s commitment to being a responsible alcohol retailer.”

Drinkaware Chief Executive Elaine Hindal said: “We’re delighted that our activity in Asda stores has become an annual event, giving us a powerful platform to talk directly to their shoppers every January – a time when many people are looking for information and help to cut back on their drinking.

“Our Drink Free Days campaign, which is set to run again towards the end of this month and through February, is proving a helpful tool for many people. We’re confident that its simple message, combined with the advice from our in-store ambassadors, will have encouraged many Asda customers to make positive changes about their drinking and lead a healthier life in 2020.”

