

DrinkWise.

MEDIA RELEASE, Monday 25 May 2020

Trent Cotchin and Nathan Buckley unite to remind Aussies to drink in moderation in new DrinkWise campaign

In support of its partnership with the AFL, DrinkWise has launched a timely TV campaign reminding Australians to stay strong, healthy and to drink in moderation.

The TVC features the unlikely pairing of Richmond Premiership captain Trent Cotchin and Collingwood coach Nathan Buckley, who unite to describe the nation's feeling of being "benched".

DrinkWise CEO Simon Strahan said: "In sport, no one likes spending time on the bench and it might feel like we've all been in that situation lately, but we need to stay positive and stay healthy, which means continuing to look out for one another, exercising and, if drinking, doing it in moderation.

"While the AFL is returning to training and other restrictions are easing, it's unlikely things will go back to normal any time soon, so we want to ensure if people are stressed or anxious that they're not tempted to turn to alcohol as a coping mechanism, but to seek help and support," said Strahan.

Cotchin, a father-of-three, says the coronavirus has created its own challenges, especially as a parent supervising home schooling. He is urging the community to continue to support each other.

"Clearly everyone is challenged in different ways. I like to say a problem shared is a problem halved and the more we can share with each other, the stronger we will be as a community and come out the other side better for it," he said. And when it comes to drinking, he says "it's about finding a healthy balance."

The campaign was turned around in less than a week by DrinkWise's storytelling agency, Enthral, who used a scaled-back production crew to adhere to current regulations. The "Benched" campaign will run across TV, radio and social media from this weekend until early June.

New DrinkWise research has shown an uplift in those investing in their physical and mental health during the coronavirus. The study shows 77% of Australians have maintained or increased their exercise, with walking, running and doing at-home workouts as the top three activities. Nearly half (43%) of parents are now actively exercising with their kids and one in 10 (13%) are frequently practicing mindfulness or meditation.

To see the 30" TVC, click [here](#). For more information about DrinkWise, its research or support services, visit www.DrinkWise.org.au

Credits:

Campaign: Enthral

DrinkWise:

CEO Simon Strahan

Marketing Manager: Nathan Kent

Production:

Director: Cameron Smith

Producer: Jodie Fisher

DOP: Ollie McGearry

Second Camera: Aaron Foley

Sound: Steve Jamieson

Edit: Chris Jowsey, Bobby Fonteyne

Colourist: Abe Wynen, Crayon

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About DrinkWise

DrinkWise is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do this through national education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise is funded through voluntary industry contributions across the alcohol sector and has previously been in receipt of funding from both Coalition and Labor governments.