

14 June 2016

DrinkWise announces new safe ride partnership with Uber

DrinkWise has announced a [new partnership](#) with ridesharing service, Uber.

The partnership provides an extension to the internationally acclaimed [How to Drink Properly campaign](#), which aims to raise awareness of the importance of making better decisions when consuming alcohol.

The partnership will commence in Sydney, and coincides with the launch of new Uber data highlighting how access to safe and reliable rides has helped hundreds of thousands of Sydneysiders make safer, smarter choices when heading home after a night out.

[Drink driving](#) remains an ongoing concern in Australia, with hundreds of people killed in car crashes involving a drunk driver every year. Most alcohol related incidents happen late at night, on weekends, when transport options are limited. Ridesharing services such as Uber - where passengers have fast access to reliable transport alternatives at any time of the day or night - are helping to change this. A [recent study by Temple University](#), in California, found that cities where Uber operates have 3.6-5.6% less drink driving deaths than cities without access to ridesharing.

DrinkWise CEO, John Scott, emphasised the importance of this new partnership.

“Ridesharing plays an important role in ensuring people get home safely, and this partnership reinforces our position as an organisation committed to sensible and practical approaches that reduce harm from excessive consumption of alcohol by reinforcing the importance of planning your night out in advance.”

The DrinkWise/Uber partnership provides another example of the way the *How to Drink Properly* campaign has innovatively sought to promote a message of moderation and responsible drinking with young adults. The campaign has utilised a variety of social channels and targeted on the ground activations to provide practical tips to reduce the harm that can occur from excessive drinking. In partnering with Uber, DrinkWise will promote *How to Drink Properly* messages at the right time of the evening with a service that appeals to young Australians.

Campaign background:

Launched in February 2014, ‘How to Drink Properly’ aimed to make the ongoing trend of drinking to get drunk less socially acceptable among young drinkers, and to encourage those already drinking in safe and moderate ways to continue to do so. The campaign targets 18 to 24 year olds, challenging them to ‘stay classy’ by moderating the intensity and frequency of their drinking. The campaign provides advice and tips that highlight the difference between poor drinking practices and drinking properly - showing that there is a way to do it and a way not to do it. www.howtodrinkproperly.com

- ends -

DrinkWise Australia 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 information and 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 Australia is funded through voluntary industry contributions across the alcohol sector, and has previously been in receipt of funding from both Coalition and Labor governments.

For more information, please contact DrinkWise Australia: Info@drinkwise.org.au / 03 9862 8641