

MEDIA RELEASE

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ADF tackles binge drinking head on

QUEENSLAND: The Australian Drug Foundation is responding to the binge drinking problem in Cairns by rolling out its *Good Sports* program across North Queensland – a program committed to reducing alcohol related problems in sporting clubs.

Addressing recent Cairns media reports about a rise in dollar drinks and binge drinking, the Foundation's Tony Hewitt says "There is an urgent need to help Queenslanders understand the risk of binge drinking and the marketing ploys used to encourage excessive consumption of alcohol.

Sporting clubs are high risk venues steeped in a long-standing tradition of heavy drinking, providing the Foundation with good reason to introduce their *Good Sports* program nationally.

Good Sports is an initiative of the Australian Drug Foundation committed to developing safer and healthier communities. The program is free and designed to help clubs shift their focus away from alcohol to young people and families without compromising revenue.

"With more than 3,000 clubs nationwide, we've just started rolling out our *Good Sports* program across North Queensland and I'm keen to see sporting clubs in Cairns embrace this exciting, new initiative," said Mr Hewitt.

Communities are today holding sporting clubs accountable for the care of their players, members and supporters, which is where Good Sports can help," said Mr Hewitt.

"Displaying the *Good Sports* logo sends an important message to club members and the community. It indicates that the club promotes a responsible attitude towards alcohol and provides a safe environment for players, members, families and supporters."

To learn more about the *Good Sports* program, visit www.goodsports.com.au or contact Tony Hewitt, Regional Manager - Queensland on 0430 387 477.

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The Australian Drug Foundation is Australia's peak body committed to prevention programs targeting drug and alcohol use and problems around the nation.