



## Staying Safe and Social on Cup Day

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Having fun and staying social and safe on Cup day is easy if you follow a couple of simple tips.

“We all know the message ‘drink in moderation’ – or – ‘be sensible’ with our drinking – but there is often a lack of practical advice about what this means to the average punter,” says *Cheers!* Executive Director Matt Claridge.

“The key to a fun day is to plan, pace, pause and eat. Simple,” says Matt.

“Plan how much you’re going to spend on drinks and how much on food. Then when you’re at the races stick to the plan. But most of all pace yourself – that’s something New Zealanders don’t tend to do so well.

“Drinking water and having a bite to eat will help with pace and push the pause button. Actually watching the races helps as well!” says Matt.

“The *Cheers!* website is full of simple advice and tips if you’re planning a day out at the races. Go to [www.cheers.org.nz](http://www.cheers.org.nz) and, most of all, have a great time.”

Ends

For further information contact Matt Claridge 0223077525

### Editors’ note

*Cheers!* is part of The Tomorrow Project – a joint industry-funded charity established in 2012 with the objective of helping to create a moderate drinking culture by providing the facts, tools and experiences drinkers need to stay safe and sociable when they’re drinking.

The Tomorrow Project partners are the Brewers Association of Australia and New Zealand, Spirits New Zealand and New Zealand Winegrowers.