**FOR IMMEDIATE RELEASE**

**SEPTEMBER 15, 2017**

**NILE BREWERIES LIMITED GLOBAL BE(ER) RESPONSIBLE DAY PROMOTES SMART DRINKING**

*15 September 2017.* Nile Breweries Limited and AB InBev is celebrating its annual Global Be(er) Responsible Day today Friday, 15th September 2017.

The day, themed “Drink Smart Today, Celebrate Tomorrow”, is focused on bringing awareness to issues of harmful drinking and promoting smart drinking within the business, amongst the company’s partners and its consumers.

“Harmful drinking concerns us, and we know that more needs to be done by us, our industry peers, civil society and government to reduce the harm caused by the misuse of alcohol. As a global brewer, NBL is committed to playing its part and working with communities and the public sector in finding effective solutions to the problem,” says Onapito Ekomoloit, NBL Legal & Corporate Affairs director.

Nile Breweries Limited has implemented several initiatives in partnership with private and public sector partners, to tackle the problem of harm cause by the misuse of alcohol. These initiatives are embedded within the organisation’s Better World sustainable development strategy under the Healthier World pillar with the aspiration of a healthier world where every experience with beer is a positive one.

These initiatives form part of the organisation’s Global Smart Drinking Goals which encapsulate its efforts to make a deeper investment in programmes that measurably shift social norms and behaviours toward smart drinking.

The initiatives include:

* Retailer and farmer Alcohol trainings (14,014 trained)
* Counselling of children in remand homes under the NBL project U Youth Matter in partnership with Ministry of Gender.
* Pregnant mothers education at antenatal clinics in partnership with KCCA – Mama Nap
* High risk drivers’ education on alcohol and road safety in partnership with Uganda Police.

“In a country where the harmful use of alcohol is prevalent, the need to develop interventions aimed at addressing this is pressing and one that NBL takes seriously. We are investing in effective, science-based programmes to advance positive social behaviour change and addressing the issue head-on,” says Onapito.

At Nile Breweries Limited we believe that smart drinking choices affect everyone, every day. “We are committed to helping foster a global culture of smart drinking to reduce the harmful use of alcohol.”

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