

MEDIA ALERT**LAUNCH: NEW PREGNANT PAUSE TVC**

**MONDAY 3 JULY, PALACE ELECTRIC CINEMAS, 2 PHILLIP LAW STREET,
CANBERRA, ACT**

WHAT: Pregnant Pause, the innovative health promotion campaign that asks participants to take a break from alcohol during their pregnancy or the pregnancy of a loved one, is launching a new television commercial (TVC), in the Australian Capital Territory (ACT).

Life is better with the support of family and friends. That messaging is at the heart of a new, light-hearted Pregnant Pause TVC shot entirely on location in Canberra, to be launched on Monday 3 July by ACT's Minister for Health and Wellbeing, Meegan Fitzharris, MLA.

Showcasing Garema Place, Canberra suburbia and Deakin soccer stadium, the new campaign video, once again features local media personalities and Pregnant Pause ambassadors Kristen Henry and Rod Cuddihy from Canberra's Mix 106.3.

With actors struggling to move house, flip a mattress, and awkwardly cheer for their favourite team without the help or company of others, the TVC makes clear that life is indeed easier and more enjoyable with the support of family and friends.

Pregnant Pause is an initiative of the Foundation for Alcohol Research and Education (FARE), and is supported by the ACT Government under the ACT Health Promotion Grants Program.

Video of the campaign's television advertisement is available for media on request.

WHO: The media launch will provide compelling visual footage, with Canberra mums-to-be and a range of spokespeople including:

- ACT Health and Wellbeing Minister, Meegan Fitzharris, MLA
- Pregnant Pause ambassadors Kristen Henry and Rod Cuddihy from Mix 106.3
- Michael Thorn, Chief Executive, Foundation for Alcohol Research and Education

WHEN: **11:00AM-12:00PM, Monday 3 July 2017**

WHERE: Palace Electric Cinemas, 2 Phillip Law Street, Canberra ACT

CONTACT: Jeremy Henderson 0425 559 710