



Foundation for Alcohol
Research & Education

Media Release

ONE DIRECTION CONCERT PARTNER KEEPING KIDS SAFE

29 October 2013: You don't need alcohol to have the best night of your life.

That's the message for young concert goers attending One Direction's Melbourne concerts this week.

The Foundation for Alcohol Research and Education (FARE) is the official On-Screen Partner* of One Direction's 'Take Me Home' Australian Tour and throughout the month of October, FARE's video message will be played on the big screens at One Direction's Australian concerts.

Before the concerts, FARE volunteers will be chatting to young people and their chaperones, handing out fact packs, taking photos and sharing people's stories about the best night of their lives without alcohol.

This partnership is just one of a range of activities supported by FARE that raise awareness of alcohol harms, educate and support young children at risk and help build safer communities for the future.

FARE Chief Executive Michael Thorn says that while it may seem like an unlikely partnership, the partnership is a valuable opportunity to send young people a powerful message.

"Thousands of young One Direction fans will be heading to the concerts across the country and they're going to have the best night of their lives. The concerts are a great opportunity to make the point to young people that you don't need alcohol to have the best night," Mr Thorn said.

FARE has advice for chaperones who are accompanying fans to the concerts too.

Young people are at higher risk of short term and long term alcohol alcohol-related harms, and Mr Thorn says one thing all parents, older siblings, aunties and uncles can do to keep young people safe is to support them to avoid alcohol until they are 18 years of age.

"We now know that it's best to delay a young person's drinking for as long as possible, because a young person's brain is still developing into their 20's. We also know that the younger a person starts drinking, the more likely they are to have alcohol-related problems in the future," Mr Thorn said.

To celebrate FARE's One Direction partnership, FARE is calling on fans to recall the best night of their life without alcohol and share it on twitter or Facebook.

Further Information

['Best Night of My Life' official campaign video](#)

[Support FARE's 'Best Night of My Life' campaign](#)

*FARE is the Official On-Screen Partner for the One Direction 'Take Me Home' Australian Tour: 5th, 6th, 16th, 19th, 20th, 23rd, 24th, 25th, 26th, 29th & 30th October 2013

Michael Thorn is available for interview (@MichaelTThorn)

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Foundation for Alcohol Research and Education (FARE) is an independent, charitable organisation working to prevent the harmful use of alcohol in Australia. Since 2001, FARE has invested over \$115 million in research and community projects to minimise the impact of alcohol misuse on Australians. Through its national grants program and commissioned research, FARE has established itself as a leading voice on alcohol and other drugs issues. FARE works with community groups, all levels of government, police, emergency workers, research institutions and the private sector to address alcohol-related problems. For further information visit FARE's website: www.fare.org.au