

Responsible Drinking Media Awards open for entries

Entries for the 5th Responsible Drinking Media Awards (RDMA) are now open. Articles published between 1 May 2014 and 31 May 2015 dealing with responsible drinking and issues that relate to it, such as alcohol abuse, drink driving, underage drinking, foetal alcohol syndrome, binge drinking and alcohol-related violence are accepted.



The awards recognise journalistic efforts to support, promote and contribute to the responsible drinking agenda and ultimately help change consumer behaviour.

"The hazardous and harmful use of alcohol is a major global contributing factor to death, disease and injury. The impact of alcohol consumption reaches deep in society and doesn't affect just an individual," says Michael Mabasa, Corporate Relations Director: brandhouse. "This is why brandhouse is committed to responsible drinking and is involved in numerous interventions, driving

home this message to consumers.

"The awards form part of the company's ongoing efforts not only to raise consumer awareness about the potentially harmful effects of alcohol abuse, but to change behaviour and encourage responsible drinking. One of the best ways of doing this is to partner with those who have power and influence, such as the media."

Categories for this year's RDMA include Journalist of the Year, Media House of the Year, Best Newspaper, Best Magazine, Best Broadcast, Best Online entry, Best Blog, Best Community media and Best Student media. Three finalists will be chosen per category. Journalists may enter only one article per category. The winner of each category will receive R15,000.

For more information, go to www.brandhouse.co.za.

For more, visit: <https://www.bizcommunity.com>