

2015 Responsible Drinking Media Awards date change

To allow Diageo's top international executives to attend the 2015 Responsible Drinking Media Awards (RDMA), the awards date has been changed to 2 June 2015. This will allow them to experience this unique South African initiative, highlighting brandhouse's commitment to responsible drinking.



brandhouse will use this opportunity to showcase some of the South African commitments to educate the community about the dangers of alcohol misuse. The RDMA, developed by brandhouse, recognises journalistic efforts to support, promote and contribute to the responsible drinking agenda and ultimately help change consumer behaviour.

"These 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 positively 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," says Michael Mabasa, corporate relations director at brandhouse.

Entries for this year's awards of articles published between 1 May 2014 and 30 April 2015 will be accepted until 8 May 2015. For more information, go to www.brandhouse.co.za.

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