



FOR IMMEDIATE RELEASE

National charity raises concerns over novelty alcohol gifts

14 November 2011, National – Swanswell’s raising awareness of the risks of alcohol misuse, as increasing numbers of novelty gifts this Christmas are linked to excessive drinking.

It’s Alcohol Awareness Week (14 to 20 November) and the national charity, which helps people overcome drug, alcohol and other problem behaviour, is joining many other organisations to raise awareness of alcohol harm and the support available to help tackle it.

And with less than six weeks to go until Christmas, Swanswell’s encouraging people to think about the potential health risks of using alcohol-related novelty gifts to drink excessively.

The charity’s seen a range of items including a shot glass chess board, Viking alcohol horn, an alcohol roulette hat, a yard glass for lager and a wine glass that holds up to a bottle of wine.

Debbie Bannigan, Swanswell’s Chief Executive, said: *‘We’ve noticed that more and more novelty gifts are being linked to excessive alcohol use and it is very worrying. Even board games are being turned in to drinking competitions.*

‘We’re not party poopers and we won’t tell people not to drink, it’s their choice, but we are saying ‘do so sensibly’.

‘Increasingly, the line between fun and something turning into a serious problem is becoming very blurred – alcohol misuse is no joke and can affect anyone.

‘Some of these novelty items we’ve seen can hold large amounts of alcohol that would put someone way over their recommended daily limit, and continually drinking at this level could eventually lead to problems with health, relationships and everyday life.

‘Ultimately, the decision about how much someone drinks is down to the individual but just take time to understand the risks of excessive alcohol use and how it can quickly become a problem if it continues.’

To find out more about Swanswell and the services it provides, visit www.swanswell.org.

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Notes for editors

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About Swanswell

Swanswell is a national charity that helps people overcome drug, alcohol and other problem behaviour. We believe that everyone deserves the chance to change and to be happy. We help them to remove the things that stand in their way, whether physical, emotional or practical. So, as their lives improve, they can feel well, do well, and stay well. Swanswell has a reputation for innovation and is a leading developer of new services which help people to change their behaviour for the better.

Swanswell has a number of offices across the country including Rugby, Coventry, Leamington, Birmingham, Nuneaton, Barnsley, Sandwell, Leicestershire and Rutland. Visit Swanswell at: www.swanswell.org.

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