

Press Release

EVERY MOMENT COUNTS

Save Our Sevens Out to Make Youth Memories Last at the Hong Kong Sevens

(Hong Kong, 7 April 2016) Inspired by the award-winning movie *Inside Out*, the team behind **Save Our Sevens** is out to help young people focus on all the positive memories at the **Cathay Pacific/HSBC Hong Kong Sevens**.

Save Our Sevens, popularly known as **SOSKELY**, is a youth alcohol awareness campaign organised by Hong Kong-based youth drug and alcohol prevention organisation, **KELY Support Group (KELY)**, to help reduce alcohol-related harm among young people at the Hong Kong Sevens - the largest sporting event in Hong Kong. Expanding annually, the campaign reaches over 2,500 young people each year, and was first launched in 2012 as a partnership with **Hong Kong Rugby Union (HKRU)** to help young people stay safe at the games. Now in its 5th year, the campaign has received continued volunteer support from **Regal Airport Hotel**, as well as gift sponsorships from **Coca-Cola China Limited**.

Alcohol has been globally classified by World Health Organisation as the one of the top carcinogens. Binge drinking can result in a loss of judgment and reasoning abilities, alcohol poisoning, violent behaviour and serious physical injuries. ***“KELY’s goal for young people at the Hong Kong Sevens this year is really this: Stay Safe, Have fun, and make the memories last. This is a great event, and we hope young people treasure their time with their friends – all the while making informed decisions about binge drinking,”*** states Ms. Sky Siu, KELY’s Executive Director.

Throughout 8 to 10 April, the SOSKELY team, which include KELY staff and over 60 volunteers, will be encouraging young people to stay hydrated, reaching out with water pitchers, directing inebriated youngsters to the Chill-out Lounge and the Main Tent for breaks and support if needed. Free wristbands, stickers and temporary tattoos with harm reduction messages will be given out over the weekend. Face painting, games and photo booths will also be open to engage the young audience in alcohol-free zones.

According to Mr. Robbie McRobbie, General Manager, Rugby Operations and Commercial, of HKRU: ***“We are delighted to be working again with our friends and partners from KELY Support Group in this year’s Cathay Pacific/HSBC Hong Kong Sevens; over the past four years KELY has become a familiar presence over the Sevens weekend, and the SOSKELY campaign has become an integral part of the event. The Union and KELY share the same goal of helping young people realise their potential, and we have total respect and admiration for not only the work they do around the Sevens but throughout the rest of the year in our schools and community.”***

SOSKELY will cover two main areas at the Hong Kong Stadium: Upper West Concourse (Block 332 - 334), and Upper East Concourse (Block 304).

<u>Block No.</u>	<u>Location</u>	<u>Activity</u>
304	Upper East Concourse	Face painting & Photo Booth
332	Upper West Concourse	Face painting
333	Upper West Concourse	Chill-out tent & interactive games (<i>FitLight, Sphero</i>)
334	Upper West Concourse	KELY Main Tent (Resting area, etc.)

Media Contact:

Victoria Wong, Communications and Development Coordinator

Tel: 2521 6890 or 9773 6226

Email: victoriawong@kely.org

About KELY Support Group

KELY Support Group (KELY) is a non-government funded bilingual organisation which provides empathetic, non-judgmental, confidential and inclusive support to youth between the ages of 14 to 24 in Hong Kong.

Our mission is to empower young people through non-judgmental peer support to make informed choices in reaching their potential.

Our programmes and services focus on drug and alcohol prevention and intervention and are specially designed to tackle the root causes of abuse, including boredom, peer pressure, lack of self-awareness, low self-esteem, poverty, unemployment, and discrimination. This includes:

- Prevention & Harm Reduction
 - School-based drug and alcohol education
 - Long-term capacity building and life skills training
 - Harm reduction and outreach
- Advocacy
- Intervention

At KELY, we serve three communities of youth. They are:

Chinese-Speaking - Youth from low socio-economic background with low self-esteem who may be facing drugs and/or alcohol abuse, and may not be receiving adequate support services.

Ethnic Minority - Youth from low socio-economic background with low self-esteem who may be facing drugs and/or alcohol abuse and issues relating to discrimination and integration, and are not receiving culturally relevant support services.

Non-Chinese Speaking - Youth suffering from low self-esteem who may be facing drugs and/or alcohol abuse and issues relating to discrimination or integration, and may not be receiving culturally relevant support services.

kely.org