

Press Release

BE IN THE KNOW

SOSKELY and HKRU team up to raise awareness of alcohol-related issues

(Hong Kong, 7 April 2017) - Large-scale sports events like the Cathay Pacific/HSBC Hong Kong Sevens, which kicks off today, are a great occasion to have fun, but it's also important for youth to **be in the KNOW** about their potential interactions with alcohol, and **be in the NOW** and fully enjoy their time with friends at the Sevens.

2017 marks the sixth year that KELY Support Group (KELY) has been partnering with the Hong Kong Rugby Union (HKRU) to leverage the popularity of the Sevens amongst local youth to raise awareness of alcohol-related harm issues in a non-judgmental manner.

SOSKELY is a harm reduction campaign aiming to raise awareness about the risks related to binge drinking to help young people stay safe.

From **7 to 9 April**, the SOSKELY team of KELY staff - supplemented by over sixty volunteers, will be present inside the Hong Kong Stadium, reaching out to young people and encouraging them to stay hydrated and to take care of their friends.

Free wristbands, stickers and temporary tattoos with harm reduction messages will be distributed while photo booths and interactive games will be offered to in SOSKELY's alcohol-free zones to engage youth as an alternative to drinking alcohol.

SOSKELY's main tent and chill-out area will be located at the Upper West Concourse of the Hong Kong Stadium.

"As a professional athlete, I know the importance of being aware of my surroundings and what I put into my body; as a member of the Hong Kong Sevens squad I also know the importance of having a team behind you to help you get through difficult moments.

"Me and all of my teammates on the Hong Kong men's and women's sevens squads support the SOSKELY campaign. We remind everyone, but especially the youth in the Stadium, to enjoy the Sevens responsibly - and cheer for Hong Kong this weekend," said Salom Yiu.

In 2016, SOSKELY delivered outreach campaigns not only at the Hong Kong Sevens but at three other outdoor music events and carnivals, giving out 1200L of water to young people as well as providing emotional support and a safe space, with the support of 85 volunteers across different events.

"In the last few years, we have been promoting the importance of young people supporting each other and staying hydrated and we have seen a positive change in behaviour.

"This year, we want to introduce more practical strategies that young people can implement to reduce harm in any situation they may find themselves in," states Ms. Sky Siu, KELY's Executive Director.



This year, SOSKELY is encouraging young people across Hong Kong to participate in the **Recovery Position Challenge** and spread the knowledge of this important harm reduction strategy among their peers.

Putting someone in the recovery position will help keep their airway open and ensure that they won't choke on vomit or liquid.

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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 from Chinese speaking, English speaking, and Ethnic Minority backgrounds.

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 misuse, 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

kely.org

About the Hong Kong Sevens

Established in 1976 and organised annually by the Hong Kong Rugby Union, the Hong Kong Sevens is the world's premier international sevens event, marking its 42nd year in 2017 (7-9 April). Since 1999, the Hong Kong Sevens has been a part of the HSBC World Rugby Sevens Series. The Hong Kong Rugby Union is the only international rugby union to have hosted two Rugby World Cup Sevens, in 1997 and 2005.

About HKRU

The Hong Kong Rugby Union (HKRU) was founded in 1952, and became an affiliated union of World Rugby in 1988. In 1968, the HKRU became a founding member of Asia Rugby and remains committed to the development of the game in Asia. The HKRU has hosted the world-famous Cathay Pacific/HSBC Hong Kong Sevens since 1976 and remains the only Union to have hosted two sevens World Cups in 1997 and 2005. In 2008, the HKRU hosted the first ever neutral venue Bledisloe Cup - hosting a second match in 2010. In 2013, the HKRU hosted the first British & Irish Lions match played in Asia and the following year hosted the first regional Olympic qualifier tournament for Rugby Sevens. The HKRU is a member of the Sports Federation & Olympic Committee of Hong Kong, China and provides competitive and social rugby opportunities for men and women at every age and skill level, with a thriving community of over 10,000 players. To learn more please visit www.hkrugby.com, www.facebook.com/hkrugby and www.twitter.com/HongKongRugby.