



SOSKELY returns to Cathay Pacific / HSBC Hong Kong Sevens

[28 October 2022, Hong Kong]: KELY Support Group (KELY) is partnering with the Hong Kong Rugby Union (HKRU) at the Cathay Pacific/HSBC Hong Kong Sevens for the ninth year in 2022. SOSKELY will once again offer its harm reduction outreach services to raise awareness around alcohol-related harm issues amongst local youth at this city-wide event.

SOSKELY is a harm reduction outreach service that aims to reduce the incidence of underage and binge drinking, minimise the immediate harm caused by binge drinking, and intervene in cases of potential alcohol poisoning.

2022 marks the ninth year of collaboration between Hong Kong's leading sporting weekend and the KELY Support Group (KELY). Over this time, thousands of youth have been engaged in a non-judgmental manner around the dangers of excessive alcohol consumption. Each year at the Sevens, SOSKELY offers a safe, alcohol-free space for youth and provides important harm reduction information and emotional support for young fans.

"We share SOSKELY's vision of helping youth realise their full potential, which is dependent upon a fully informed understanding of the risks of excessive alcohol consumption.

"The HKRU is proud that our joint campaign has helped thousands of youth over the years learn more about the dangers of alcohol consumption and we are delighted to once again partner with SOSKELY at the Hong Kong Sevens," said Robbie McRobbie, Chief Executive of the Hong Kong Rugby Union.

SOSKELY runs similar outreach services at large music events and other festivals in the city, providing emotional support and a safe space for thousands of local youth and event goers and with the dedicated support of hundreds of passionate volunteers across each event.

Over Sevens weekend (4-6 Nov.), the SOSKELY team, will be present in Stadium, reaching out to young people and encouraging them to stay hydrated, take care of their friends, and fully enjoy the spectacular sporting event while staying safe. This year, SOSKELY will have two booths set up during the event and will focus on some key messages targeting alcohol prevention and safe behaviour around alcohol use. These harm reduction tips include:

- Water is your H2bro - encourage hydration
- Look out for your squad – exhort youth to look out for and support their peers
- Know when to chill - knowing when to take a break during the event
- Healthy Choices, let's go! - empowering youth to choose healthier options when coping with difficult times.



“We want to provide young people with simple and effective harm reduction tips, so they can not only help themselves enjoy the event safely, but can also share them and help educate their peers,” stated Ms. Sky Siu, KELY’s Executive Director.

Youth-friendly souvenirs carrying harm reduction messages will be distributed at the event and the SOSKELY team will be offering information and tips to help young fans enjoy themselves.

SOSKELY’s alcohol-free chill out areas offer youth a safe space to take a break from watching the games and hang out comfortably with their peers. All engagement activities at the area are fully optional for young people. The SOSKELY chill out areas are located in both East and West Stands on the Upper Concourse of the Hong Kong Stadium.

“We believe sport is a good choice for a healthy coping mechanism to relieve stress and boredom instead of using alcohol, and are delighted to partner with the Hong Kong Rugby Union once again this year. There remains a big need in our society to provide harm reduction information and outreach in order to provide a safe environment for youth to enjoy themselves in healthy ways,” added Ms. Siu.

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About 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 45th year in 2020. Since 1999, the Hong Kong Sevens has been a part of World Rugby’s HSBC 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 Hong Kong Rugby Union (HKRU)

The 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. In 2008, the HKRU presented the first neutral-venue Bledisloe Cup – followed by 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 nearly 10,000 players at every age and skill level.

About KELY Support Group

KELY Support Group (KELY) is a Hong Kong-based non-profit organization whose mission since 1991 has been to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other. Focusing on our collective programming under three core areas– mental health & wellbeing, drug and alcohol awareness and positive youth development, KELY envision a world where young people are empowered to reach their full potential. KELY’s existing drug and alcohol programmes include Drug and Alcohol Awareness Workshop, Moments not Wasted, ExCEL! and SOSKELY. More information can be found on KELY’s website: kely.org.



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