

Sept 9, 2016

Smart drinking starts with DrinkSense

New responsible drinking campaign to help Albertans make smart, informed choices on alcohol

St. Albert... Do you ever wonder what happens to your body when you drink alcohol? Is it safe to drink at any stage of pregnancy? How much is “one drink” when you consume either beer, wine or spirits? How can I talk to kids about alcohol?

The Alberta Gaming and Liquor Commission (AGLC) is launching DrinkSense, a responsible drinking campaign that will provide Albertans with information and resources to answer these questions and more.

“DrinkSense represents the AGLC’s ongoing commitment to social responsibility and promotion of moderate alcohol consumption. DrinkSense will help raise greater public awareness, strengthen stakeholder partnerships and provide programs to promote responsible use of alcohol for all Albertans”

Bill Robinson, President and CEO

Alberta Gaming and Liquor Commission

Starting September 9th, a one-month campaign will feature a new website (DrinkSenseAB.ca), digital advertising, the distribution of one million DrinkSense bags at liquor stores throughout Alberta and promotional materials at more than 130 Best Bar None venues across Alberta. With September 9th also being International Fetal Alcohol Syndrome Disorder (FASD) Awareness Day, the FASD campaign will represent the first responsible drinking program under the DrinkSense banner.

“We are pleased AGLC is implementing this brand in Alberta. We want to keep our customers for life and DrinkSense helps consumers make informed and sensible choices about alcohol.”

Bev Mehmel, Director, Corporate Social Responsibility

Manitoba Liquor & Lotteries

Originating from Manitoba, DrinkSense will be incorporated for all of AGLC’s responsible liquor programs for both consumers and industry by promoting Canada’s Low-Risk Drinking Guidelines.

If you or someone else you know needs help with managing alcohol consumption, call the Alberta Health Services Addiction confidential hotline, toll free, at 1-866-332-2322.

Related information

[Questions & Answers](#)

[DrinkSense brochure](#)

[DrinkSense FASD brochure](#)

[DrinkSense FASD poster](#)

[DrinkSense liquor bag \(mockup\)](#)

[Mandatory FASD poster](#)

Multimedia

[DrinkSense video 1](#)

[DrinkSense video 2](#)

Media inquiries

Dan Huang

dan.huang@aglc.ca

780-447-8740

Communications Officer

Alberta Gaming and Liquor Commission