



MALIBU'S DON'T DRINK AND DIVE CAMPAIGN RETURNS WITH A WINTER MESSAGE FOR THE NATION

- The winter iteration of 'Don't Drink and Dive' launches with the eye-opening statistic that more than 1 in 4 winter drownings involve alcohol.
- Lifeguard towers to appear in busy London, Manchester, and Bristol city centres reminding festive drinkers to stay safe near inland waters.

December 4, 2024 – London: Today Malibu launched a winter edition of its ongoing responsible drinking initiative 'Don't Drink and Dive', after campaign partner Royal Life Saving Society UK (RLSS UK) revealed the startling reality that **more than 1 in 4 winter drownings involve alcohol**¹. As festive celebrations sweep the nation, the campaign serves as a sobering reminder for Brits to stay safe near water, even during the colder months.

In eye-catching festive fashion, the winter 'Don't Drink and Dive' initiative sees a series of seasonal lifeguard towers – complete with baubles and jolly decorations - installed in popular inner-city drinking locations near water across London, Manchester and Bristol. In light of statistics shared by RLSS UK, showing **73% of winter drownings** occur in inland waters, including rivers and canals, the RLSS UK-trained lifeguards will sport a limited-edition festive jumper, reminding the nation of the risks associated with drinking alcohol near water in winter. With **9 in 10** winter drownings occurring when individuals don't intend to be in the water, the lifeguards will engage merry revellers throughout the evening, offering tips and safety advice to get people talking, thinking, and drinking differently around water during the holiday season.

In partnership with Made With Love, Tom Daley's knitwear brand, the campaign's dedicated lifeguards will showcase a limited edition 'Don't Drink and Dive' knitted jumper design. A limited run of the woollen jumpers will be made available to purchase via Made With Love's online shop, with all proceeds going to RLSS UK, helping to fund essential water safety initiatives across the country.



Tom Daley says: *“Alcohol-related drowning is not just a summer issue, it's also a real problem during the winter months which many might not consider. With more than 1 in 4 drownings in winter involving alcohol, it's important to spread the word on this issue and encourage everyone to stay safe near water, particularly as we approach the festive season”.*

As temperatures drop, and the festive season gets into full flow, the winter edition of ‘Don’t Drink and Dive’ aims to shine a light on the dangers of drinking alcohol near urban waterways, reminding party-goers to take care and drink responsibly.

Alison Perrottet, Brand Director for Pernod Ricard UK, comments: “We are extremely proud of Malibu’s responsible drinking campaign and delighted to be releasing this second iteration of the ‘Don’t Drink and Dive’ platform. Responsible drinking is a key pillar within our strategy and Tom has been a fantastic ambassador to land this important message with our audience. The first campaign back in August was award-winning and we’re on a mission to continue raising awareness of alcohol-related drownings during the festive season.”

For more information on responsible drinking around water, Malibu and RLSS UK have shared leading tips on staying safe when consuming alcohol at www.dontdrinkanddive.com.

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¹Data provided by RLSS UK concerns adults (aged 18 years and over) who drowned under the influence of alcohol between 2018-2023

About Malibu

With its iconic white bottle and palm tree logo, Malibu is the number one white rum-based coconut liqueur in the world with more than 4 million cases sold in more than 150 countries each year. Made with white



rum, the original coconut-flavoured liqueur is a staple in famous cocktails such as piña coladas and daiquiris. Its portfolio brings the refreshing taste of summer, inspiring a mindset of spontaneity and fun where the sun shines all year round – wherever you are in the world, Malibu invites you to do whatever tastes good.

Created in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005 and today, the original Malibu flavour is more popular than ever. In recent years, Malibu has continued to embody the spirit of summer by introducing a range of flavoured liqueurs, together with a selection of ready-to-drink cocktails, of which more than one million cases are sold each year. For more information on Malibu click [here](#).

About RLSS UK

Since 1891, the Royal Life Saving Society UK (RLSS UK) has been sharing its expertise in water safety, lifesaving, and lifeguarding to educate everyone to enjoy water safely. RLSS UK is the leading water safety education charity, committed to reducing the number of drowning deaths across the UK and Ireland. RLSS UK also collaborates with international water safety partners and thought-leaders to contribute to reducing the number of worldwide drowning-related deaths.

RLSS UK supports the availability of safe places to play and swim, ensuring competent lifeguard provision at indoor and outdoor venues across the UK and Ireland. In addition, its work sees vital water safety education delivered across the UK and Ireland. Thanks to support from educators and RLSS UK's community networks, last year, an estimated 2.26m+ children were educated in water safety using their free materials and resources.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.