



International Center for Alcohol Policies
Analysis. Balance. Partnership.

FOR IMMEDIATE RELEASE

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Carlsberg Joins ICAP as Sponsor Company

(Washington, D.C., June 8, 2012) The International Center for Alcohol Policies (ICAP, www.icap.org) is pleased to announce that Carlsberg Group has become an ICAP Sponsor Company.

“As a global beer producer, we are engaged in a number of initiatives to promote responsible drinking and reduce alcohol misuse,” said Carlsberg Senior Vice President of Communications & CSR Anne-Marie Skov. “Carlsberg is looking forward to collaborating with ICAP as part of our company’s efforts to address harmful drinking worldwide.”

“We welcome Carlsberg as one of our sponsor companies at a significant time for major alcohol producers, as we continue our work to support the WHO Global Strategy to Reduce the Harmful Use of Alcohol,” said ICAP President Marcus Grant. “This October, ICAP will be convening the international conference [Global Actions: Initiatives to Reduce Harmful Drinking](#) to show what industry has done to address harmful drinking and their ongoing plans for 2013 and beyond.”

ICAP is also supported by Anheuser-Busch InBev, Asahi Breweries, Bacardi-Martini, Beam Inc., Brown-Forman Corporation, Diageo, Heineken, Moët Hennessy, Molson Coors, Pernod Ricard, SABMiller, and UB Group.

The International Center for Alcohol Policies (ICAP; www.icap.org) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP’s mission is to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP’s efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.

Read more about the efforts of major international alcohol producers through Global Actions on Harmful Drinking at www.global-actions.org and on [Facebook](#). To learn more about ICAP, please visit www.icap.org and www.youtube.com/ICAPResources.

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