



International Center for Alcohol Policies
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For inquiries, contact
ICAP Head of Communications:
susanb@icap.org (202) 986-1159

**International Center for Alcohol Policies (ICAP)
Announces Launch of www.global-actions.org**

The new website will document the activities of Global Actions on Harmful Drinking, the result of a collective commitment made by the chief executives of major international beverage alcohol producers.

(Washington, D.C., 4 June 2010) The International Center for Alcohol Policies (ICAP) has announced the launch of www.global-actions.org, the inaugural website for Global Actions on Harmful Drinking. The companies sponsoring Global Actions on Harmful Drinking have established three critical initiatives to address the harmful use of alcohol around the world.

The activities documented at www.global-actions.org are the result of a collective commitment made by the chief executives of major international beverage alcohol producers to make a significant effort in the 2010-2012 time frame to address harmful drinking through a combination of global and local actions, with an emphasis on low- and middle-income countries. The website at www.global-actions.org offers user discussion pages, publications and other resources, and background information pertaining to three critical initiatives launched in the areas of self-regulation, drink driving, and noncommercial alcohol.

“We invite interested individuals and organizations to visit the site, which is part of a broader commitment by the beverage alcohol industry to do its part, along with Member States and other stakeholders, to encourage responsible drinking and discourage harmful drinking,” said ICAP President Marcus Grant. “These topics are among the key areas for action recommended in the Global Strategy to Reduce Harmful Use of Alcohol that has just been adopted by the World Health Organization.”

ICAP has been selected to implement the initiatives and the website, in part because the organization has been working in the areas of self-regulation, drink driving, and noncommercial alcohol for more than a decade.

“We built the site to make it accessible to people in all parts of the world with various technological means, as well as various interests in the three initiatives and the 18 countries involved,” said ICAP Vice President Brett Bivans. “With strong participation and the partnership of stakeholders around the world, this website will be an active venue for documenting action and progress at the local level for a global audience.”

Visitors are encouraged to register as users so that they can contribute to the site’s “Share/Discuss” pages and receive e-mail updates and alerts on topics of interest. The site will be further populated with user-driven content as the initiatives progress and as members of the Global Actions community continue to make the site a regular online destination.

The Global Actions on Harmful Drinking sponsor companies and organizations are: AB InBev, Bacardi, Beam Global Spirits and Wine, Brown Forman Corporation, Constellation, Diageo, Heineken, Molson Coors, Pernod Ricard, SABMiller, UB Group, Brewers Association of Japan, and Japan Spirits & Liqueurs Makers Association.

The International Center for Alcohol Policies (ICAP, www.icap.org) is a not-for-profit organization supported by 10 major international producers of beverage alcohol. Set up in 1995, ICAP’s mission is to promote the understanding of the role of alcohol in society and to help reduce the abuse of alcohol worldwide. It works to foster dialogue and partnerships involving governments, the public health community, the beverage alcohol industry, civil society, and others interested in alcohol policy. ICAP’s work in the alcohol policy field is shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs.

**1519 New Hampshire Avenue, NW • Washington, DC 20036 USA
Tel: +1.202.986.1159 • Fax: +1.202.986.2080 • www.icap.org**