



DRINK
— REVOLUTION —
MANUAL



*Global
Drink Revolution
Day*
3.10.2018

Global Drink Revolution Day

YES TO MORE

On Global Drink Revolution Day we celebrate the benefits of the alcohol-free lifestyle. This October 3rd we celebrate YES TO MORE. We celebrate the benefits of alcohol-free choices by enjoying what those choices bring into our lives.

How do we celebrate? Each of us in our own way by doing exactly what we like the most. It is as simple as it sounds.

A celebration is an enjoyable event organized to honor something or someone. Enjoyable event. So it can be taking time off with your book under a knitted blanket from your grandma. It can be going to a yoga practice, joining a photo workshop, having a brunch, going for a run or throwing a party. It is all up to you depending on what your alcohol-free choice is giving you. What are you gaining and how is the alcohol-free lifestyle enriching your life? What do you have more of, thanks to sobriety? Better relations with your friends - let's meet them.

The discovery of a new hobby - let's spent some extra time on it this day. Understanding that you ARE a good dancer - dance, dance, dance! Deeper understanding of yourself - let's share it with the world!

And then share in social media by using the #YesToMore hashtag.

This Global Drink Revolution Day we together paint the picture of what alcohol-free choices really look like and the magnitude of benefits they bring.

On the following pages there are some more tips how to celebrate this year's Global Drink Revolution Day! Everybody can join. You, on your own. You and your friends, classmates or co-workers. You and your family. You and your organization or social cause.



Drink Rev Momentum Meals

Meals of all kinds are great opportunities to create community: breakfast, lunch, dinner, brunch, picnic, barbecue, taking a walk with simple snacks, coffee or tea time... it's about the occasion to share food and moments.

Arrange a gathering for your friends or co-workers, for the members of your NGO, or the supporters or target group of your organization. People long for community and for meetings in real life. And people enjoy

talking about their thoughts and reflections regarding alcohol, the alcohol norm and going alcohol-free. Make it possible for them. Create the momentum.

Prepare some snacks, mix some Magic Drinks (or do all that together with the guests), arrange a nice place to meet (or just take a walk while snacking). Start with a get to know each other round and then dive into the discussion topics we've prepared for you [here](#). Bon appetite!



Guerilla Marketing

Are there enough alcohol-free choices in places where you hang out with your friends or you go to for meetings? Bars, restaurants, disco clubs?

Sometimes the need for alcohol-free drinks goes unnoticed so those who work at or own hospitality facilities do not hear that there is a demand for something cooler than all the boring booze on the menu.

Let's express the demand and interest by going to as many places in your surrounding as possible and asking for creative,

healthy drinks you would like to see more of on the menu.

And no - sugar sweetened beverages are really not the answer.

If there are places that already have a great choice of drinks, praise them to the sky. There are many ways to process your experience. Take pics of the drinks, share the name of those places that rocked and call out those that are lagging behind



Lightpainting

Lightpainting, besides being really fun, is also very symbolic. When painting with light, you do not see exactly what you are doing but the result can be great. Alcohol-free choices are very similar to that. You just do what you feel is right for you and the results might exceed your expectations.

In choosing the alcohol-free lifestyle we are saying yes to many benefits in our lives. That is why we say yes to more.

Yes to more drinks and less worries. Yes to partying in the night and coming fresh to work or school the next morning. Yes to

better conversations, yes to new interests, yes to inspiring encounters, yes to better health, yes to more freedom, yes to more celebration of life that comes with alcohol-free choices.

What about lightpainting #YESTOMORE or painting some of the beautiful benefits that alcohol-free choices have brought into your life?

And share the epic pictures you create with the Drink Revolution community





Gift a Moment

Challenging someone who uses alcohol to spend an alcoholfree day, week or month is outdated. Why? Because you are telling them not to do something they are used to do and have learnt that it is part of their life.

Let's try a new concept. Let's gift a moment. A moment of doing something else than using alcohol. Something more awesome, more creative and healthy.

You know how people complain that they have no time to do something they like? If you gift them with a moment, they can do anything they would love to do during the time they would have otherwise used for sipping on ethanol.




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