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MEDIA RELEASE

The National Council Against Drug Abuse Introduces Mascot, DJ Dathe, To Promote A Drug-Free Lifestyle to Singapore Clubbers

- The National Council Against Drug Abuse (NCADA) launches the **Clubs Against Drugs** Campaign 2010 during Halloween season to remind club patrons to “Party Clean”, if they want to “Party Again”.
- Some 150 clubs and pubs have pledged support to the year-long campaign that promotes a drug-free clubbing culture.
- NCADA takes a fresh approach with club events and social media by featuring a fictional character, DJ Dathe, to ensure the anti-drug abuse message hits home.

Singapore, October 23, 2010 – Adopting a new approach to drive home the anti-drug abuse message to Singapore party-goers, the National Council Against Drug Abuse (NCADA) will be hitting the local night entertainment scene in a big way with the launch of this year’s Clubs Against Drugs Campaign. Central to the campaign theme “Party Clean, Party Again”, is a new fictional character, DJ Dathe, who will engage club-goers from 18 to 40 years old at popular club premises to remind them to stay away from drugs. Some 150 pubs, clubs and karaoke operations including St James Power Station and The Cannery have signed on to support the campaign, which will also harness new social media platforms to reach party-goers. NCADA has set up a DJ Dathe blog (djdathe.wordpress.com), DJ Dathe Twitter account (www.twitter.com/djdathe) and a “Clubbing Without Drugs” Facebook fan page (www.facebook.com/clubbingwithoutdrugs) for the Clubs Against Drugs Campaign.

The mysterious character, DJ Dathe, touted as the next big act on the dance circuit, will make his first appearance at some of the hottest clubs in Singapore tonight. With a personal mantra of “Party Clean, Party Again’, the mascot will appear at some 50 nightspots to remind club patrons on the dangers and consequences of drug abuse in Singapore.

Dr. N Varaprasad, Chairman of the National Council Against Drug Abuse (NCADA) said, “The Clubs Against Drugs Campaign is into its tenth year and I am happy that we are taking a different approach by going down to the ground to engage club goers. We can have fun and yet leave a strong impression on our target audience. Over the years our campaigns have heightened awareness amongst clubbers to be responsible for their personal well-being while enjoying their night out at the entertainment outlets. I am heartened that we have the continued support and commitment of the stakeholders, namely the clubs themselves. I believe that with the collaboration amongst businesses and the community, we will be able to sustain our stronghold against drugs for years to come.”

Over the years, the Clubs Against Drugs Campaign has received generous support from local night entertainment outlets, with this year being no exception. Club operators that have pledged their support to this year’s campaign will be displaying posters and mirror decals promoting the anti-drug abuse message on their club premises.

Mr. Dennis Foo, Chief Executive Officer, St James Holdings Pte Ltd said, “The message we want to convey, clubbing without drugs, is an important one. Engaging club patrons through direct interaction ensures that the message is heard loud and clear. This also helps keep our venues clean and safe for everyone.”

“We always encourage our patrons to party responsibly, and this is underscored by our decision to support the Clubs Against Drugs Campaign. We strongly believe in this year’s message of “Party Clean, Party Again”, as we feel that it is highly relevant to our target audience,” added Mr. Gavin Foo, Marketing Manager of Lifebrandz Ltd.

To further promote the message of a drug-free clubbing culture, DJ Dathe will be distributing name cards with anti-drug abuse messages at over 50 clubs’ entrances. Some 2,000 club patrons will be invited to pen their anti-drug messages on a placard and they will receive a complimentary photograph with DJ Dathe. The photos will be entered into an online contest on Facebook as part of a social media campaign to create awareness and further engage Internet-savvy club patrons and their friends. Prizes include an iPad, iPod Touch and a digital camera.

The Clubs Against Drugs Campaign was first launched in 2000 by the National Council Against Drug Abuse (NCADA) to promote a drug-free clubbing culture in Singapore. Under this initiative by NCADA, club operators are enlisted to promote the anti-drug message amongst nightclub patrons, and to raise awareness of the dangers and harsh penalties for trafficking and abusing drugs.

About National Council against Drug Abuse (NCADA)

The National Council Against Drug Abuse (NCADA) was formed in January 1995 as an advisory to the Minister and the Ministry of Home Affairs on policies and measures necessary to curb drug abuse in Singapore and to mobilise and sustain public support for the anti-drug programmes undertaken by government departments and voluntary organisations. Together with the Home Team departments, NCADA organises and co-ordinates anti-drug activities as well as assists other organisations, institutions, bodies and persons who are interested in tackling the drug problem. NCADA also aims to promote preventive drug education programmes to educate the public on the drug menace and rally them in support of the government's efforts against drug abuse.

About the Clubs Against Drugs Campaign

The Clubs Against Drugs Campaign was first launched in 2000 by the National Council Against Drug Abuse (NCADA) to address the possible issue of drug abuse in night entertainment outlets. Over the years NCADA has been in partnership with club operators to promote the anti-drug message amongst their patrons and to raise awareness of the dangers of drugs and the penalties that come along with drug abuse and trafficking through the campaign.

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