







**November 16-22, 2015**

## **The campaign TOO YOUNG TO DRINK for the European Alcohol Awareness Week**

Great success of Too Young To Drink 2015: 76 organizations from more than 35 countries carried out the edition 2015 of the #FASD awareness campaign, launched on September 9, International FASD Day, and promoted by the European FASD Alliance (EUFASD).

Fifteen new organizations joined the campaign, in addition to the partners of 2014, and the number is still growing. Forty-seven partners are in Europe.

The campaign, conceived by Erik Ravelo responsible for Social Engagement Campaigns at Fabrica, the Benetton group's communication research center, is successfully spread through the Internet and Social Media and is still ongoing, with the aim of maintaining attention to the FASD issue throughout the year.

Winners of the competition "Ambassadors of TYTD2015" will be announced soon. At this moment, in Europe a special mention to TYTD partners from Belgium, France, Germany, Italy, Moldova, Netherlands, Poland, Russia and Switzerland for their active participation (see pictures).

**Now #TYTD2015 partners join the European Alcohol Awareness Week: together we say that alcohol use during pregnancy is harmful for the unborn child. FASD is 100% preventable: let's continue raising our voices, together we are making the difference.**

For further information: [www.tooyoungtodrink.org](http://www.tooyoungtodrink.org)

