

PRESS RELEASE
July 24, 2025

Today's forecast: Sunny with a risk of drowning. Malibu has Tom Daley in heat-sensitive trunks to spotlight increased risk of alcohol-related drownings in summer

Malibu, the world's number one rum-based coconut flavoured spirit, has got Tom Daley back in his briefs - marking the return of 'Don't Drink and Dive', the brand's responsible drinking initiative launched in 2024.



- *Malibu and five-time Olympian Tom Daley turn heads with heat-changing trunks that change colour when temperatures hit 20 degrees.*
- *The two are back to highlight the increased risk of drinking and unintentional drowning in hot weather. With new statistics showing that while 1 in 4 drownings involve alcohol, the risk is 5x higher when temperatures hit 20 degrees.*
- *Following the huge success of last year's campaign that saw an approximate 12%⁴ increase in awareness of the dangers of drinking and diving, the campaign returns with the launch of 'Daley Forecasts' starring Tom Daley.*
- *A quarter of Brits 'take more risks' when it's hot outside - with 1 in 3 admitting they've gone for a swim after consuming alcohol.*

Malibu, the world's number one rum-based coconut flavoured spirit, has got Tom Daley back in his briefs - marking the return of 'Don't Drink and Dive', the brand's responsible drinking initiative launched in 2024. This year, Tom's heat-sensitive, knitted swim briefs change colour when temperatures hit 20 degrees, reminding the wearer of the increased risk of drinking and unintentional drowning in hot weather.

Tom left ITV's *This Morning* hosts blushing as he delivered the weather wearing nothing but his colour-changing trunks. Designed in collaboration with Malibu and his knitwear brand Made With Love, the thermochromic briefs shift from coral below 20°C to yellow above - a bold reminder of the increased risks of drinking near water in hot weather, ahead of World Drowning Prevention Day (July 25).

Further exploring the alarming statistic that 1 in 4 drowning incidents in the UK involve alcohol, new research from Bournemouth University reveals that once temperatures hit 20 degrees and alcohol is consumed, the risk of drowning becomes five times more likely. Research commissioned by Malibu further highlights the danger, revealing that a quarter of Brits admit they take more risks in hot weather, while 1 in 3 have gone for a swim after consuming alcohol. A further 80% of the nation felt that one of the contributing factors was that people still aren't aware of the dangers around drinking and swimming - suggesting there is more work to be done.

Now in its second year, Malibu's 'Don't Drink and Dive' initiative set out to shift the dial in awareness and saw a positive impact with its 2024 campaign, with an approximate 12%⁴ increase in awareness of the dangers of drinking and diving.

Tom Daley said of Malibu's 'Don't Drink and Dive' responsible drinking initiative: *"It was inspiring to see the impact of last year's 'Don't Drink and Dive' campaign. I am proud of our collective efforts to raise awareness of water responsibility when drinking. This year, our mission remains the same: to change behaviour for the better, and this time with a fresh summer-centric focus."*

Sam Hill, researcher at Bournemouth University, added: *"What should be a fun day near the water can turn into a high-risk situation when you combine alcohol and heat. Our data show a 5-fold increase in drowning risk when temperatures exceed 20 degrees, yet this research from Malibu suggests that 70 per cent of the nation are unaware of this. 'Don't Drink and Dive' sheds an important light on these dangers and encourages everyone to drink and enjoy the water responsibly this summer."*

This campaign – whilst on the surface appearing light-hearted – is an important step to We're delighted to have this opportunity to work alongside Malibu and Tom Daley on this quirky campaign

Malibu's VP of Marketing, Craig van Niekerk, says: *"With 'Don't Drink and Dive' back for round two, we're here to remind the nation of the increased drowning risk in hot weather. As temperatures rise, people are naturally drawn to the outdoors, so it's important to remind Brits that the risk increases when they become less cautious in these conditions, after all, 1 in 4 drownings involve alcohol. We encourage the nation to have fun this summer and stay responsible."*

As part of the ongoing Don't Drink and Dive initiative, Tom Daley returns with The Daley Forecasts - a playful yet practical series of social videos showcasing his newfound weatherman skills. Each clip features Tom in his signature colour-changing trunks as he delivers an important water-safety message tailored to the day's weather. The series also spotlights influencers sporting Malibu x Made With Love's limited-edition, colour-changing collection. Catch The Daley Forecasts on @madewithlovebytomdaley, @malibu_rum and @maliburumuk. A handful of the exclusive colour-changing pieces will be up for grabs via Malibu UK's Instagram.

For more information on responsible drinking around water, Malibu has shared advice on staying safe around water when consuming alcohol here: www.dontdrinkanddive.com

All 'Don't Drink and Dive' campaign assets are available [HERE](#).

The full statistic from Bournemouth University reveals that if alcohol has been consumed, the risk of unintentional drowning increases at least 5x in the UK when air temperatures hit 20 degrees, compared to temperatures below 10 degrees.

For more information on the Bournemouth University research, the link to the study is here: <https://www.sciencedirect.com/science/article/pii/S0091743523004188>

¹Data provided by Royal Life Saving Society UK reveals that of those who drowned under the influence of alcohol (adults aged 18 years and over) (2018-2023):

²Source: Bournemouth University, [Preventive Medicine](#) Volume 179, February 2024, *Association between air temperature and unintentional drowning risk in the United Kingdom 2012–2019: A nationwide case-crossover study*

³Survey of 2,000 UK adults conducted by independent research agency OnePoll between 4th July and 8th July 2025.

Additional findings from the survey reveal:

- 70 per cent of Brits didn't know the risk of drowning significantly increases once air temperatures hit 20 degrees – and a further
- 41 per cent weren't aware of how much hot weather can amplify the effects of alcohol.
- 74 per cent of Brits had no idea that a quarter of drowning-related incidents involve alcohol
- 45 per cent of those who swam after consuming alcohol came to regret their decision after struggling to keep afloat in water.

- 38 per cent of participants openly enjoy having a drink by the beach or the pool, yet
- 57 per cent find it all too easy to get carried away and admit to having ‘one or two too many’. When asked for the reasons as to why people may feel inclined to swim after having a drink,
- 64 per cent cite peer pressure as a contributing factor, while
- 80 per cent admit there is a general lack of awareness around the potential dangers.
- Of those who have gone for a swim after consuming alcohol, the pool was found to be the most likely destination (86 per cent) followed by the sea (42 per cent) then hot tubs (29 per cent).

⁴Survey of 2,000 UK adults conducted by independent research agency OnePoll between 23rd to 26th July 2024 and 28th August to 2nd September revealed a 12% increase in awareness that ‘1 in 4 drownings in the UK involve alcohol’.

About Malibu

With its iconic white bottle and palm tree logo, Malibu is the number one white rum-based coconut spirit in the world with more than 5 million cases sold in more than 150 countries each year. Made with white rum, the original coconut-flavoured liqueur is a staple in famous cocktails such as piña coladas and daiquiris. Its portfolio brings the refreshing taste of summer, inspiring a mindset of spontaneity and fun where the sun shines all year round – wherever you are in the world, Malibu invites you to do whatever tastes good.

Discovered in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005 and today, the original Malibu flavour is more popular than ever. In recent years, Malibu has continued to embody the spirit of summer by introducing a range of flavoured liqueurs, together with a selection of ready-to-drink cocktails, of which more than one million cases are sold each year. For more information on Malibu click [here](#).

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine’s, Chivas Regal, Royal Salute, The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater Gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes.

Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard’s consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

Responsibility Statement

The Pernod Ricard group has a longstanding tradition of promoting responsible drinking. Responsibility is of particular importance given the sensitive products we deal with. Our products are for most people associated with pleasure, enjoyment and socializing, but can have quite the opposite effect when not handled responsibly. Thus, all our marketing activities are conducted with care for the consumer. As a company, we also have a responsibility for how we act to the world

around us and the society we live in. We strive to always act in a way that shows that we deserve the confidence and appreciation of our stakeholders, no matter who or where they are. Through a broad spectrum of initiatives, often in partnership with outside organizations, including industry associations, regulators, public authorities and representatives, we as well as our affiliates are deeply committed to promoting responsible drinking and discouraging misuse of our products.

We believe responsible drinking is consistent with the maintenance of a balanced and positive lifestyle for most adults who choose to drink. For this reason, we would like to recommend the following reading: Distilled Spirits Council of the United States [DISCUS](#), [the spirits EUROPE Guidelines](#) for the Development of Responsible Marketing Communications and Pernod Ricard's [commitments](#).

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<https://theabsolutgroup.com/media-room/press-release/todays-forecast-sunny-with-a-risk-of-drowning-malibu-has-tom-daley-in-heat-sensitive-trunks-to-spotlight-increased-risk-of-alcohol-related-drownings-in-summer/>