



PRESS RELEASE
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Tom Daley and Malibu team up to tell the UK: 'Don't Drink and Dive'

Malibu has joined forces with five-time Olympic medalist Tom Daley and the Royal Life Saving Society UK to remind Brits to stay safe by the water this summer. New "Don't Drink and Dive" campaign launches amidst surprising new figures that reveal 62% of Brits overlook the need to drink responsibly as they hit beaches, lakesides and pools.

Today at Brighton Beach, five-time Olympic medalist Tom Daley is back from his final Olympics at Paris 2024 and launches a new responsible drinking campaign with Malibu, the world's number one white rum-based, coconut spirit and the Royal Life Saving Society UK, to get people talking, thinking and drinking differently around water.

As campaign partner, the Royal Life Saving Society UK (RLSS UK) confirms that 1 in 4 drowning incidents are alcohol-related, further research¹ which was commissioned by Malibu and RLSS UK is released today, revealing just how relaxed some Brits attitudes are towards the risks of consuming alcohol around water.

The new research found that 62% of Brits have swam or entered water after consuming an alcoholic beverage. What's more, the vast majority of UK adults (80%) were not aware that one in four UK drownings are alcohol-related. The research also found that younger people are especially relaxed about the topic, with a surprising 78% of Gen Z drinkers saying it is okay to have one or more drinks before getting into water.

In one of Daley's first acts post-retirement announcement on Monday and fresh from his farewell at a record-breaking fifth Olympics in Paris 2024 at which he won his first Olympic silver medal, Tom said: "I've always loved being in the water, but maybe more than most, I also understand its power and the need to respect it to stay safe. I'm proud to be working with Malibu and the Royal Life Saving Society UK to get this message out there. Stay safe and 'Don't Drink and Dive!'"

To mark the awareness campaign, Malibu has launched a limited-edition capsule collection of knitted apparel, from swimwear briefs to bucket hats, in collaboration with Daley's own 'Made With Love' knitwear line – with all proceeds going to campaign partners, RLSS UK. In addition to proceeds raised from the exclusive beachwear range, Malibu has also made a donation to the charity, signaling its long-term commitment to water safety.

The campaign will be brought to life with a hero video featuring Daley and some fun but informative *Daley Reminders*, highlighting the importance of water safety and responsible alcohol consumption. The campaign will also see giant floating billboards of Tom reminding them not to drink and dive during the August bank holiday weekend, whilst contributions from high-profile knitfluencers, will run from 17th to 29th August across their Instagram channels and shared by @malibu_rum and @maliburumuk.

Malibu's VP of Marketing, Craig van Niekerk, says: "Summertime and an ice-cold drink can go hand-in-hand, so when temperatures rise, many of us may enjoy dipping our toes into water to cool off. But it's important for people to be aware of the dangers this can present, and our research has shown there's still a number of people who don't consider this. You don't even have to be swimming, just being near an open body of water and having an alcoholic beverage can be enough to put you in harm's way. Staying safe this summer means keeping it fun by drinking responsibly.

Matt Croxall, Charity Director at the Royal Life Saving Society UK, said: "Sadly, the risks of being around water under the influence of alcohol can be underestimated. This campaign – whilst on the surface appearing light-hearted – seeks to resonate and deliver a lifesaving message around the importance of not drinking alcohol and getting into water in any capacity. We're delighted to have this opportunity to work alongside Malibu and Tom Daley on this quirky campaign which is bringing to life the dangers of drinking alcohol in or around water. Through this initiative, we urge people to learn more about how to stay safe and enjoy water safely this summer."

Malibu and Tom's limited-edition 'Don't Drink and Dive' stock is available to purchase here. For more information on responsible drinking around water, Malibu and RLSS UK have shared leading tips on staying safe around water when consuming alcohol at www.dontdrinkanddive.com

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 RLSS UK

Since 1891, the Royal Life Saving Society UK (RLSS UK) has been sharing its expertise in water safety, lifesaving, and lifeguarding to educate everyone to enjoy water safely. RLSS UK is the leading water safety education charity, committed to reducing the number of drowning deaths across the UK and Ireland. RLSS UK also collaborates with international water safety partners and thought-leaders to contribute to reducing the number of worldwide drowning-related deaths.

RLSS UK supports the availability of safe places to play and swim, ensuring competent lifeguard provision at indoor and outdoor venues across the UK and Ireland. In addition, its work sees vital water safety education delivered across the UK and Ireland. Thanks to support from educators and RLSS UK's community networks, last year, an estimated 2.26m+ children were educated in water safety using their free materials and resources.

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, and 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.

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