

SAB's Road Safety Campaign promotes responsible consumption ahead of Easter

Ahead of the April holiday season, the South African Breweries (SAB) has reiterated its commitment to driving a culture of responsible consumption in South Africa with several initiatives and activities planned across South Africa in partnership with government.



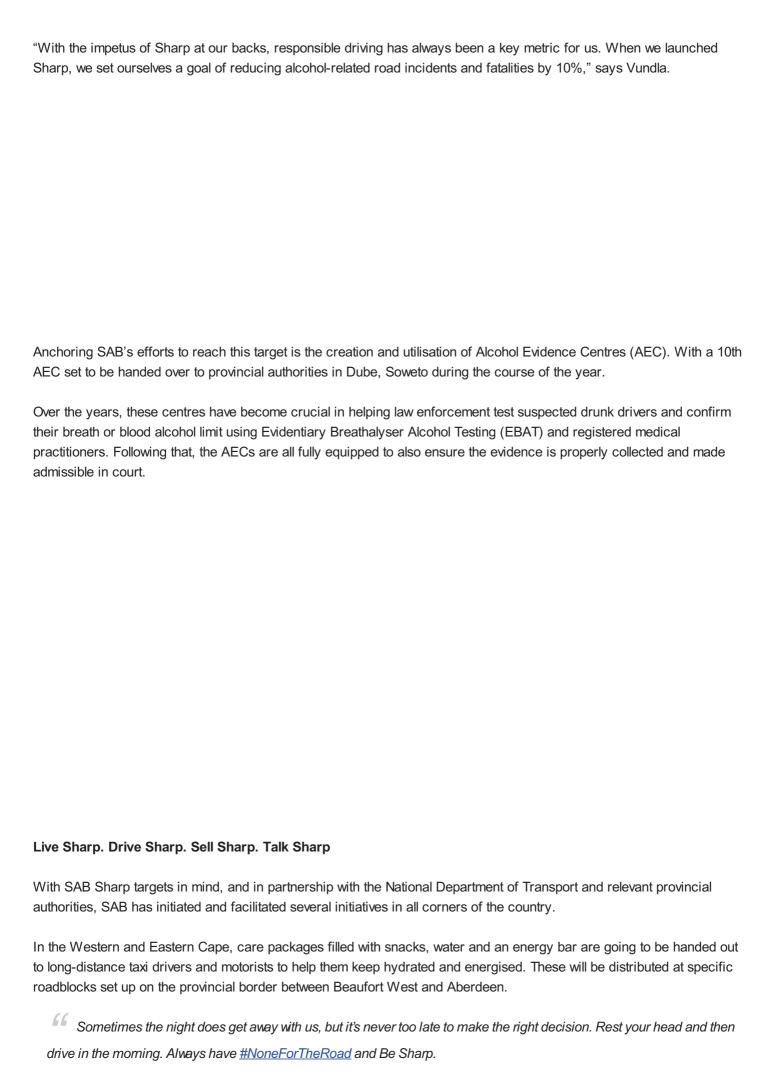
Source: www.pexels.com

From the handing out of care packages to keep motorists energised, to road safety shows, to driver wellness centres, SAB is steadfast in its belief that safe roads are filled with responsible drivers.

Sphe Vundla, brand director for SAB Corporate, says, "We believe that when you drink, you should never drive, but there are other dangers present on our roads. Especially during the holidays. Now that the state of disaster has been dismantled, we have to be extra vigilant to keep our roads safe."

This comes after SAB launched its own evidence-based responsible consumption platform. Through SAB Sharp, the brewer is able to tackle irresponsible behaviours associated with the overconsumption of alcohol with responsible driving being chief among them.





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<u>April 13, 2022</u>

In Gauteng, SAB, along with SAPS and JMPD will be hosting several road safety shows across the province as well as the Rand Easter Show.

In KwaZulu-Natal, Driver Wellness Education points will be set up on 14 and 15 April at Caribbean Estate in Ugu District and Shel Midway in Escourt, respectively. "The main aim of these is to create awareness and provide information on the devastating impact of alcohol abuse on our roads during the Easter season and beyond," says Vundla.

Vundla believes the key to creating a national sense of responsibility lies in partnerships. "As corporates, it is our duty to collaborate with government and civil society as we work towards a shared purpose of nurturing a more responsible and thriving society. For us, that means driving responsible drinking, especially on our roads during the holidays."

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