



Calories and cures: why Aussie drinkers should take a break this July

One week left to register for health kick

22 June 2015: New research has revealed that the amount of calories in alcoholic drinks consumed by Australians each month equates to enough fat to fill three Olympic size swimming pools.

On an individual basis, the average Aussie drinker enjoys 10.5 standard drinks per week, contributing to 4,143 calories consumed per month, which is equivalent to half a kilo of fat. Men consume more drinks each week than women, while millennials are the heaviest drinking age demographic.

In part two of the research report commissioned by Dry July, it was found that Aussie drinkers are suffering a hangover once a month which lasts for more than eight hours.

Popular hangover cures are only adding to the calorie intake, with almost a quarter of Australians chowing down on greasy food the morning after a night of drinking. Other not-so-healthy hangover cures include taking pain killers (33%), coffee (27%) and sports drinks (11%). Worse still, one fifth of respondents are drinking more alcohol in an attempt to avoid a hangover.

Brett Macdonald, Dry July CEO and Co-Founder says, "Of course, the best cure for a hangover is to drink in moderation, but I'm the first to admit that it's easy to overindulge. Dry July is fantastic chance to give your body a break from booze and see what can be achieved without hangover. On top of the health benefits, you're also supporting an important cause."

Now in its eighth year, fundraising initiative Dry July gives Aussies the opportunity to take a month off alcohol and raise funds for adults living with cancer.

By signing up to the Dry July challenge and making small improvements to their diet and exercise routine, participants can expect to experience a range of benefits:

- Weight loss
- Increased energy levels and higher productivity



- Better sleep
- Clearer head and skin
- No hangovers

Rosie Mansfield, celebrity nutritionist and Dry July wellbeing contributor says, “Going alcohol-free for the month is a great way to naturally cleanse your liver and save yourself the empty calories from drinking. Alcohol is high in energy so even a few drinks can lead to weight gain. Dry July can help develop a more balanced attitude to drinking and kick start healthier habits for life.”

Since 2008, more than 90,000 participants have collectively raised over \$20 million, helping Dry July support 42 different cancer services across Australia and New Zealand. This support improves the wellbeing of adult cancer patients by creating better services and environments for them and their families.

The [Dry July Wellbeing](#) site offers participants a range of nutrition, fitness and social information to help DJs* get through the month, with expert advice from health professionals including personal trainer **Marcus Bondi**, celebrity nutritionist **Zoe Bingley-Pullin** and relationship expert **Dr Nikki Goldstein**.

There are still two weeks left to register for Dry July 2015. To sign up and find more information on Dry July’s celebrity supporters, beneficiaries and fundraising tallies visit:

www.dryjuly.com

wellbeing.dryjuly.com

www.facebook.com/dryjuly

www.twitter.com/dryjuly

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About the research

- A total of 1,030 Australian drinkers aged 18+ were interviewed online amongst members of a permission based panel through Lonergan Research.
- Surveys were distributed throughout Australia including both capital city and non-capital city areas.
- Fieldwork commenced on Thursday 5 February and was completed on Wednesday 11 February 2015.
- After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

About Dry July

Dry July takes a light-hearted approach to raising funds for a serious issue. You don't often get the chance to raise money for charity by not doing something!

This year Dry July is proud to have on board 47 beneficiaries across Australia and New Zealand. The campaign operates a full-circle fundraising model, which gives supporters clarity on how funds are used within each cancer service.

Whether it be a comfier chair, a brighter waiting room, or a quiet environment to relax or stay, we help make a difficult time, a little easier for adult cancer patients.

Some of the projects we've funded to-date:

- New chemotherapy treatment chairs
- New patient accommodation & transport vehicles
- Upgraded waiting areas
- Refurbished gardens & balconies
- New TVs, WiFi internet connections, laptops & iPads
- Music & art therapy programs
- Patient journals & wig libraries
- New kitchenettes & beverage machines

Dry July is a challenge of determination that rewards participants with a great sense of achievement and the chance to also focus on yourself – notice your own drinking habits and the value of a healthy, balanced lifestyle.

*DJs (Dry.July.er [dee-jay] noun: a person or team actively sponsored to participate in Dry July) recognise a multitude of benefits themselves such as increased energy levels, a clearer head and clearer skin!