

Heineken SA committed to encouraging responsible drinking

A day before the opening of Parliament in Cape Town, Heineken South Africa held a media networking session on increasing responsible alcohol consumption and road safety awareness. The session was attended by government communicators and journalists.

Heineken SA has launched a corporate and brand campaign aimed at educating and encouraging people to consume alcohol responsibly. The company will also be contributing to the Heineken Group initiative to invest 10% of its media budget and utilise the several global initiatives and platforms that Heineken has available like the 'when you drink, you never drive campaign'.

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