



HOLLYWOOD HEART-THROB, DELIA SMITH AND LOCAL CHEFS

BACK NORFOLK DRY JANUARY 'MOCKTAIL' CAMPAIGN

Hollywood heart-throb Sam Claflin, Delia Smith and local star chefs have submitted special recipes to help a local charity launch a new campaign. The Matthew Project wants people to raise money by participating in the national Dry January campaign, raising sponsorship for its work helping people and families affected by drug and alcohol issues.

Hunger Games star Sam, alongside Benedicts Restaurant's Richard Bainbridge, and Blue Joanna's Ecky Limon have sent in their favourite booze-free cocktail – or 'mocktail mixes' – to help people stay off alcohol in the first 31 days of 2017.

A low-carb drink idea has also been submitted by fitness guru Ross Lenton – owner of Dynamic Fitness in Norwich who is supporting the events with a series of special classes and a city run for Dry January participants. Dynamic are also offering a £50 voucher for the best Norfolk-based mocktail idea.

Dry January is a national campaign run by Alcohol Concern. Taking part is a chance to ditch the hangover, reduce the waistline, and save money by giving up alcohol for 31 days. The campaign splits sponsorship money raised by individuals between Alcohol Concern and people's chosen charity.

The Matthew Project, local alcohol and drug recovery specialists, hopes it will be chosen by people in Norwich and Norfolk because of its work with those affected by alcohol including families, young people and forces veterans.

Submitted drinks include Richard Bainbridge's *Rosemary and Lavender Mocktail*, a *Tropical Twist* from Blue Joanna's Ecky Limon and cookery writer and presenter Delia's *Not Quite A Pina Colada*.

The Matthew Project CEO, Paul Martin said, "We're having some fun with Norfolk Mocktail recipes, raising money through Dry January and spreading an important message.

-MORE FOLLOWS-

Hollywood heartthrob, Delia and local chefs back Norfolk dry January 'mocktail' campaign../2

"We're keen that people feel Dry January is a positive and healthy time. We think they should still go out to eat and enjoy themselves – and the submitted recipes show it's easily possible to cut the spirits and keep wonderful tastes.

"On top of the money you save, research by New Scientist Magazine says that leaving alcohol alone for five weeks improves concentration by 18%, sleep by 10% and reduces liver fat by 15%. There are so many benefits for people and their families."

People interested in setting up sponsorship for Dry January can join up here: <http://www.alcoholconcern.org.uk/dry-january>

What's your favourite non-alcoholic mocktail? Email mocktails@matthewproject.org

Please note that Dry January is not a medical detox programme and should not be attempted by people with an alcohol dependency problem. If you are in doubt, or need advice, please contact the Matthew Project on 0300 7900 227.

Top Tips from the Matthew Project on keeping your promise for Dry January

1. Go easy: don't binge before the booze-break – you're better off lowering the units in the build up to Dry January.
2. Stay positive – this is a good for your liver, head, fitness, waistline and bank balance. You'll feel great, so enjoy it!
3. Treat yourself – you'll save a heap of money so keep a savings jar and reward yourself half way through
4. Eat earlier – we tend to fancy a drink after work when the body's blood sugars are low – and we're actually hungry. A full tummy is less demanding, plus we make better decisions when we aren't hungry, so eat earlier.
5. Water – keep a bottle of cold water in the fridge. If you hit a craving, gulp a large glass down. It'll take away the thirst and contract the stomach.
6. Occupy the mind – have a list of jobs to do around the house. Get recommendations on some great books. Join the Norwich rock choir – you may be surprised at the time you'll have.
7. Use that spare energy! You'll be up earlier and to bed sooner – and may have excess energy to burn off! Pop on those trainers, brisk walking or jogging will help quieten the mind.
8. Be the designated driver – this will keep you cool at parties and other social occasions.
9. Remove temptation: chuck out your old spirits, including Nan's Tia Maria.
10. Remember – this gets easier as you go along. And YOU CAN DO IT!

-ENDS-

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