

Have a game plan for a safe night out

Responsible Hospitality Edmonton is launching a new campaign to educate young adults how to stay safe while heading out on the town.

Have a Gameplan encourages partygoers to plan ahead for a safe night out. The campaign, geared to 18 to 21-year-olds, will be rolled out on Whyte and Jasper Avenue this fall.

"Around this time of year, with school back in session, we see a huge influx of young adults heading out to bars and clubs, particularly in the entertainment areas," says Angela Turner, the City's Program Manager for Responsible Hospitality Edmonton. "We want to ensure a safe party environment for everyone by reminding people that simple actions will help them get home safely."



The campaign, which launches September 12 and runs to the end of October, recommends partygoers prepare for their night by doing things such as planning transportation, drinking responsibly and keeping a charged cellphone. Street teams will be on Whyte and Jasper Avenue throughout the campaign to talk with patrons about the campaign and social media will be widely used.

Responsible Hospitality Edmonton (RHE) is a City of Edmonton program that works to ensure a safe environment for bar patrons, staff and the community. Previous RHE campaigns have encouraged patrons to avoid fighting and to be aware of the dangers of jaywalking.

For more information visit:

haveagameplan.ca

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