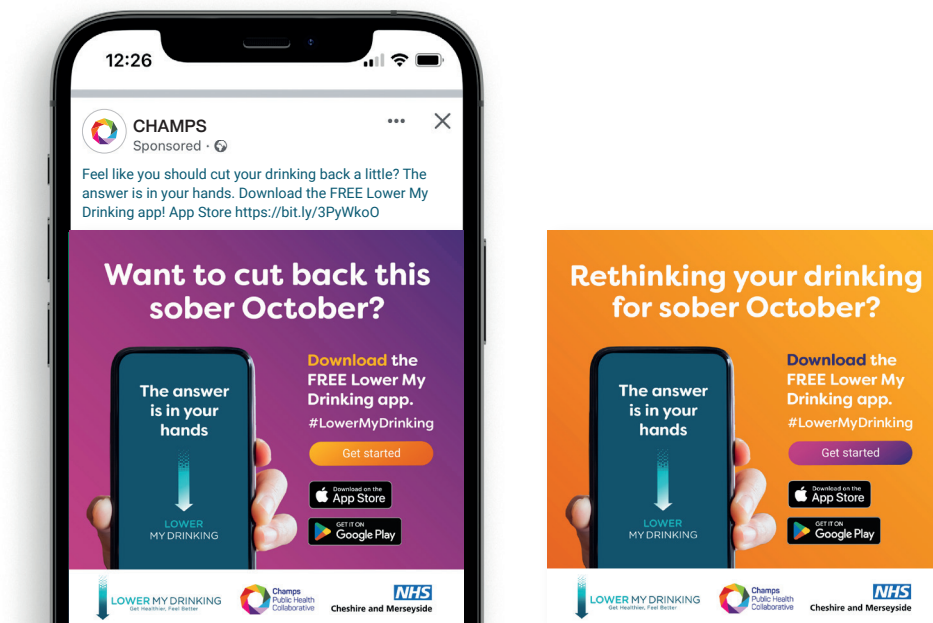


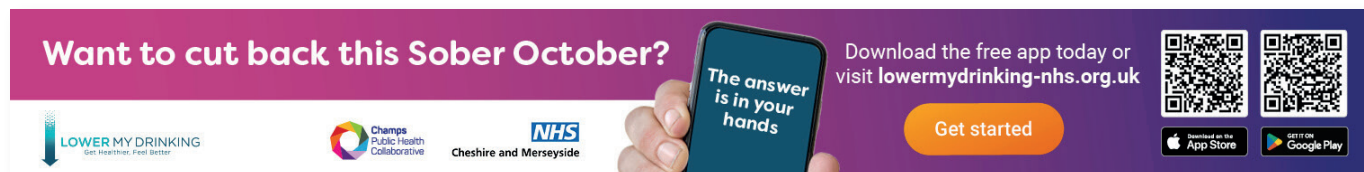
# Lower My Drinking Campaign

## Sober October 2024 Assets

## Static Social Posts



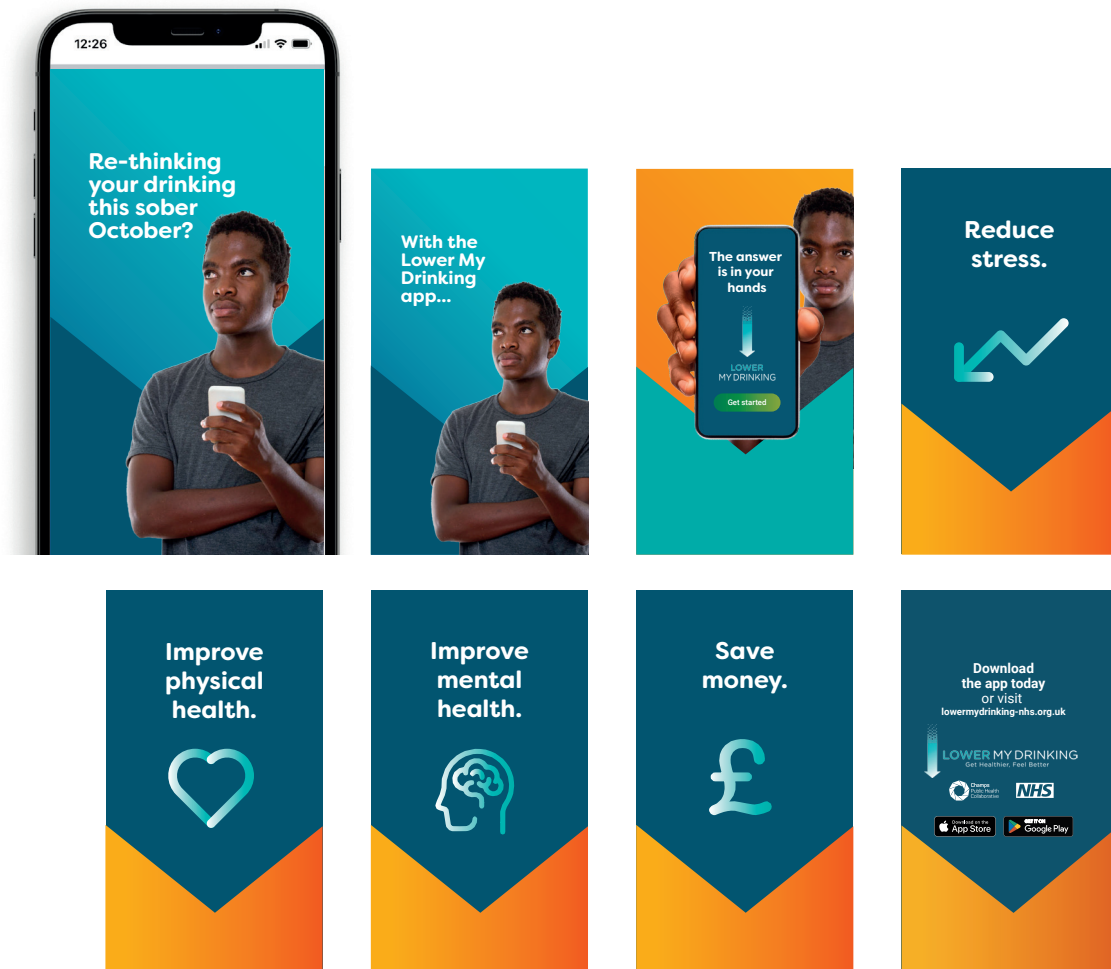
## Leaderboard Banner



## Animated Social Posts



## Animated Social Posts



## Suggested Captions

### Sober October

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Sober October's one thing, but if you're ready to cut your drinking down just a little, put the answer in your hands  
Download the FREE Lower My Drinking app to see how easy it is to drink a little less.

App Store <https://apple.co/3ka80iv>

Google Play <https://bit.ly/3i3KYY0> #LowerMyDrinking

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Sober October highlights all the health and financial benefits of not drinking – but if you'd rather just cut down a little than stop altogether, put the answer in your hands. The FREE Lower My Drinking app shows you how – why not download it now?

App Store <https://apple.co/3ka80iv>

Google Play <https://bit.ly/3i3KYY0> #LowerMyDrinking

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Summer is over, but your healthy weight journey is just beginning. Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app to help boost your health.

App Store <https://bit.ly/3PyWkoO>

Google Play <https://bit.ly/3LkZlqe>

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Want to have a healthier lifestyle and a fuller wallet? Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app

App Store <https://bit.ly/3PyWkoO>

Google Play <https://bit.ly/3LkZlqe>

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Improved health, higher savings and better productivity... if you join us in going #SoberOctober this month.

Download the #LowerMyDrinking app and get healthier today.

App Store <https://bit.ly/3PyWkoO>

Google Play <https://bit.ly/3LkZlqe>

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Want to feel better, more productive and financially stable? Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app to help you cut back on your drinking!

App Store <https://bit.ly/3PyWkoO>

Google Play <https://bit.ly/3LkZlqe>

# Thank you for your support

**Keep your eyes peeled for an updated  
Dry January toolkit in December!**

