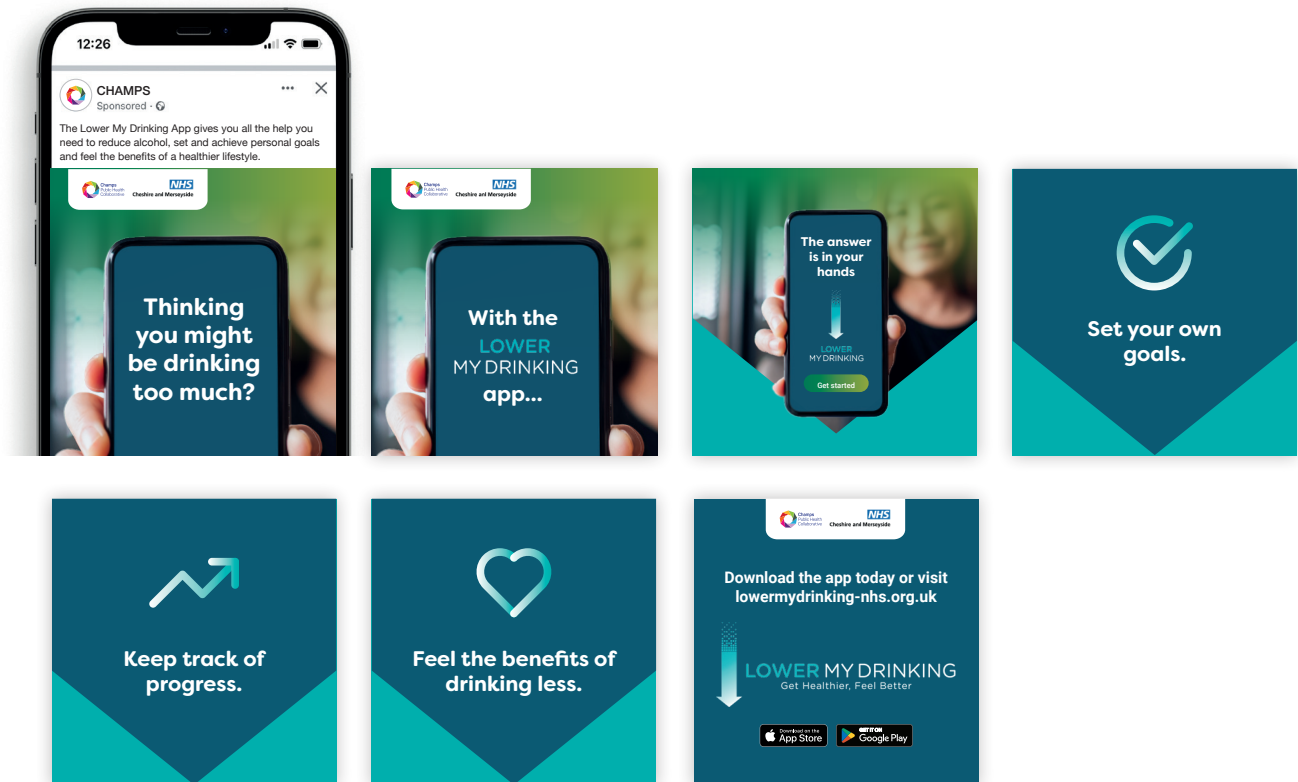


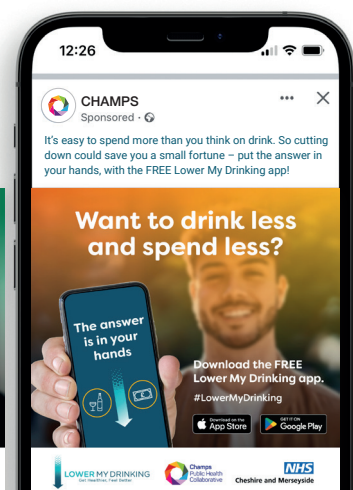
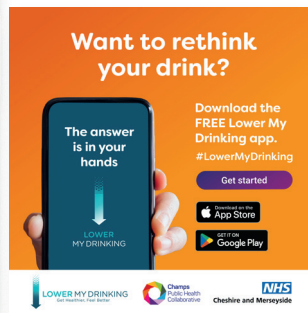
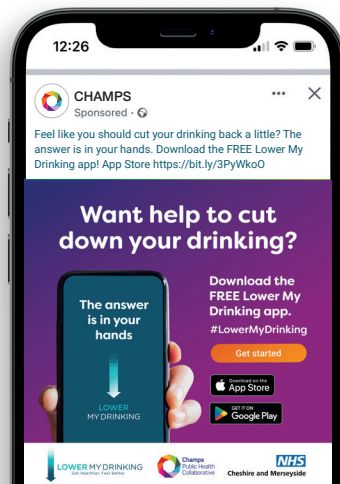
Lower My Drinking Campaign

2024 Social Assets

Animated Social Posts



Static Social Posts



Suggested Captions

General	Sober October
<p>Decreased stress levels and improved mental wellbeing can be achieved by simply drinking less. If you want to cut down, put the answer in your hands – by downloading the FREE Lower My Drinking app today. App Store https://apple.co/3ka80iv Google Play https://bit.ly/3i3KYY0 #LowerMyDrinking</p>	<p>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</p>
<p>Drinking a little less is a great way to boost your mood and mental wellbeing. And it cuts the risk of serious problems like cancer and liver disease. Ready to cut down? 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</p>	<p>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</p>
<p>It's easy to spend more than you think on drink. So cutting down could save you a small fortune – put the answer in your hands, with the FREE Lower My Drinking app! Download it today: App Store https://apple.co/3ka80iv Google Play https://bit.ly/3i3KYY0 #LowerMyDrinking.</p>	<p>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</p>
<p>Looking to cut down your spending? Try cutting back your drinking a little – in fact, the answer's in your hands, with the FREE Lower My Drinking app! Download it today: App Store https://apple.co/3ka80iv Google Play https://bit.ly/3i3KYY0 #LowerMyDrinking.</p>	<p>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</p>
<p>If work's suffering because you're drinking more than you should, put the answer in your hands. The FREE Lower My Drinking app shows you how to cut down, and get back on top of your game – why not download it now? App Store https://apple.co/3ka80iv Google Play https://bit.ly/3i3KYY0 #LowerMyDrinking</p>	<p>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</p>
<p>Cutting your drinking back a little is a great way to stay sharp at work and home. Drinking less can boost your productivity, enabling you can achieve more. And the answer's in your hands, when you download the FREE Lower My Drinking app! App Store https://apple.co/3ka80iv Google Play https://bit.ly/3i3KYY0 #LowerMyDrinking</p>	<p>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</p>

Thank you for your support

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

