

Press Release

News Editor  
For immediate release

## Celebrity Superstar Chau Pak Ho Joins Battle Against Youth Drug Abuse

**HONG KONG** - On 15<sup>th</sup> January 2011, Celebrity Superstar Chau Pak Ho attended the “Keeping It REAL” Drug Free Festival to launch a drug-free website. Over 500 youth joined Pak Ho in the battle against drug abuse, raising awareness of the alarming issue in this city where the youth drug abuse rate is 22%. Pak Ho stressed that ***“it is important that today’s youth obtain the right skills to say ‘no’ to drugs when faced with peer pressure.”***

“Keeping it REAL” (Refuse, Explain, Avoid and Leave) is a culturally grounded drug prevention curriculum originated from the United States which has proven to be effective for reducing drug use and establishing drug-free attitudes and beliefs. It focuses on building youth’s decision-making and communication skills so that they feel comfortable to take a stand when seduced by ‘good’ friends who take drugs. Recognizing that Hong Kong needs more innovative ways to deal with the issue of youth drug abuse, KELY Support Group has adopted this new teaching model and implemented it – a first in Hong Kong. ***“Young drug abuse remains a major concern for everyone in HK. The REAL programme has already helped over 7,000 students in the US and over 600 Chinese, English-speaking and ethnic minority students across our city. This model has proven to be very effective,” says KELY’s Executive Director Chung Tang.***

Entirely youth inspired and youth led, the “Keeping It REAL” Festival saw many stage performances, short films, youth’s artwork and the launch of the drug-free website. KELY also presented several awards to schools and youth who made an outstanding contribution to the programme.

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### About KELY Support Group:

Established in 1991, KELY Support Group (KELY) is a charitable bilingual organization which provides non-judgmental, empathetic and confidential support to youth aged 14-24. Today, KELY’s programmes focus on 4 priority areas: drugs and alcohol addictions, suicide prevention, chronic low self-esteem and negative body image. Its mission is to help young people achieve a happy and fulfilling life as they move through their journey to adulthood.

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