

## TODAY'S FORECAST: SUNNY WITH A RISK OF DROWNING. MALIBU HAS TOM DALEY IN HEAT-SENSITIVE TRUNKS TO SPOTLIGHT INCREASED RISK OF ALCOHOL-RELATED DROWNINGS IN SUMMER



**24th July 2025:** Malibu, the world's number one rum-based coconut flavoured spirit, has got Tom Daley back in his briefs - marking the return of 'Don't Drink and Dive', the brand's responsible drinking initiative launched in 2024. This year, Tom's heat-sensitive, knitted swim trunks change colour when temperatures hit 20 degrees, reminding the wearer of the increased risk of drinking and unintentional drowning in hot weather.

Tom left ITV's *This Morning* hosts blushing as he delivered the weather wearing nothing but his colour-changing trunks. Designed in collaboration with Malibu and his knitwear brand Made With Love, the thermochromic trunks shift from coral below 20°C to yellow above - a bold reminder of the increased risks of drinking near water in hot weather, ahead of World Drowning Prevention Day (July 25).

Further exploring the alarming statistic that 1 in 4 drowning incidents in the UK involve alcohol, new research from Bournemouth University reveals that once temperatures hit 20 degrees and alcohol is consumed, the risk of drowning becomes five times more likely. Research

commissioned by Malibu further highlights the danger, revealing that a quarter of Brits admit they take more risks in hot weather, while 1 in 3 have gone for a swim after consuming alcohol. A further 80% of the nation felt that one of the contributing factors was that people still aren't aware of the dangers around drinking and swimming - suggesting there is more work to be done.

Now in its second year, Malibu's 'Don't Drink and Dive' initiative set out to shift the dial in awareness and saw a positive impact with its 2024 campaign, with an approximate 12% increase in awareness of the dangers of drinking and diving.

Liam Murphy, Marketing Director for Pernod Ricard UK, comments: "Responsible drinking is a message we continue to land through our brands and Malibu's Don't Drink and Dive campaign clearly resonated with consumers the first time around, but the job's not done! Award-winning creative aside, the campaign delivers a clear and simple message that's easy to forget when consuming alcohol near water this summer. Don't Drink and Dive!"

As part of the ongoing Don't Drink and Dive initiative, Tom Daley returns with The Daley Forecasts - a playful yet practical series of social videos showcasing his newfound weatherman skills. Each clip features Tom in his signature colour-changing trunks as he delivers an important water-safety message tailored to the day's weather. The series also spotlights influencers sporting Malibu x Made With Love's limited-edition, colour-changing collection. Catch The Daley Forecasts on @madewithlovebytmdaley, @malibu\_rum and @maliburumuk. A handful of the exclusive colour-changing pieces will be up for grabs via Malibu UK's Instagram.

*For more information on responsible drinking around water, Malibu has shared advice on staying safe around water when consuming alcohol here: [www.dontdrinkanddive.com](http://www.dontdrinkanddive.com)*

*All 'Don't Drink and Dive' campaign assets are available [HERE](#).*

**ENDS**

**Note to editors:**

*The full statistic from Bournemouth University reveals that if alcohol has been consumed, the risk of unintentional drowning increases at least 5x in the UK when air temperatures hit 20 degrees, compared to temperatures below 10 degrees.*

*For more information on the Bournemouth University research, the link to the study is here: <https://www.sciencedirect.com/science/article/pii/S0091743523004188>*

<sup>1</sup>Data provided by Royal Life Saving Society UK reveals that of those who drowned under the influence of alcohol (adults aged 18 years and over) (2018-2023)

<sup>2</sup>Source: Bournemouth University, Preventive Medicine Volume 179, February 2024, Association between air temperature and unintentional drowning risk in the United Kingdom 2012–2019: A nationwide case-crossover study

<sup>3</sup>Survey of 2,000 UK adults conducted by independent research agency OnePoll between 23rd to 26th July 2024 and 28th August to 2nd September revealed a 12% increase in awareness that '1 in 4 drownings in the UK involve alcohol'.

<sup>4</sup>Survey of 2,000 UK adults conducted by independent research agency OnePoll between 4th July and 8th July 2025.

Additional findings from the survey reveal:

- 70 per cent of Brits didn't know the risk of drowning significantly increases once air temperatures hit 20 degrees – and a further
- 41 per cent weren't aware of how much hot weather can amplify the effects of alcohol.
- 74 per cent of Brits had no idea that a quarter of drowning-related incidents involve alcohol –
- 45 per cent of those who swam after consuming alcohol came to regret their decision after struggling to keep afloat in water.
- 38 per cent of participants openly enjoy having a drink by the beach or the pool, yet
- 57 per cent find it all too easy to get carried away and admit to having 'one or two too many'. When asked for the reasons as to why people may feel inclined to swim after having a drink,
- 64 per cent cite peer pressure as a contributing factor, while
- 80 per cent admit there is a general lack of awareness around the potential dangers.
- Of those who have gone for a swim after consuming alcohol, the pool was found to be the most likely destination (86 per cent) followed by the sea (42 per cent) then hot tubs (29 per cent).

## Responsibility Statement

The Pernod Ricard group has a longstanding tradition of promoting responsible drinking. Responsibility is of particular importance given the sensitive products we deal with. Our products are for most people associated with pleasure, enjoyment and socializing, but can have quite the opposite effect when not handled responsibly. Thus, all our marketing activities are conducted with care for the consumer. As a company, we also have a responsibility for how we act to the world around us and the society we live in. We strive to always act in a way that shows that we deserve the confidence and appreciation of our stakeholders, no matter who or where they are. Through a broad spectrum of initiatives, often in partnership with outside organizations, including industry associations, regulators, public authorities and representatives, we as well as our affiliates are deeply committed to promoting responsible drinking and discouraging misuse of our products.

We believe responsible drinking is consistent with the maintenance of a balanced and positive lifestyle for most adults who choose to drink. For this reason, we would like to recommend the following reading:

Distilled Spirits Council of the United States [DISCUS](#), [the spirits EUROPE Guidelines](#) for the Development of Responsible Marketing Communications and Pernod Ricard's [commitments](#).

## About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.