DRY JANUARY®

by Alcohol Change UK

What is the Dry January® challenge?

The Dry January® challenge, created by Alcohol Change UK, sees hundreds of thousands of people across the UK go alcohol-free for the month of January, using the tools and resources provided by Alcohol Change UK, including the Try Dry® app, daily motivational emails, and an active online community.

The campaign began in 2013 and has been growing ever since, with over 200,000 people globally taking part in January 2025. As we head into Dry January® 2026, we are encouraging organisations like yours to come together to help people in your workplace reset their relationship with alcohol at the start of the year and beyond and feel happier, healthier and better off.

Why encourage people to sign up?

When people take part with **Alcohol Change UK,** they get access to a host of dedicated tools to help them stay alcohol-free for the whole month, and to reduce their drinking longer term.

Evidence shows those who take part in the Dry January® challenge using Alcohol Change UK's tools and resources double their chance of having a completely alcohol-free month and have significantly improved wellbeing and lower alcohol health risks six months later.

People who sign up receive:

- **Daily motivational emails** with tips, tricks and inspiration.

- **Our Try Dry® app** to track savings, sleep, mood, energy levels, and more, and **earn badges for all the activities we do without alcohol.**

- **Access to an online community** of others going alcohol-free.

It's easy to take part

Those interested in taking on the Dry January® challenge can simply:

- Download the free and easy to use **Try Dry®** app via the App Store or Google Play

- Sign up for daily motivational emails via the website **dryjanuary.org.uk**

The New Year offers all of us an opportunity to reflect and set our goals for the 12 months ahead. Increasingly, for many people, this includes a desire to improve our relationship with alcohol. That's because there is a growing recognition of alcohol's impact on our health, wellbeing and quality of life - from headaches, sleepless nights and feeling 'off' the next day, to high blood pressure, anxiety, and cancer. These wide-ranging impacts affect so many of us. And the Dry January® challenge equips us with the skills and confidence to take back control of our drinking over the long-term.
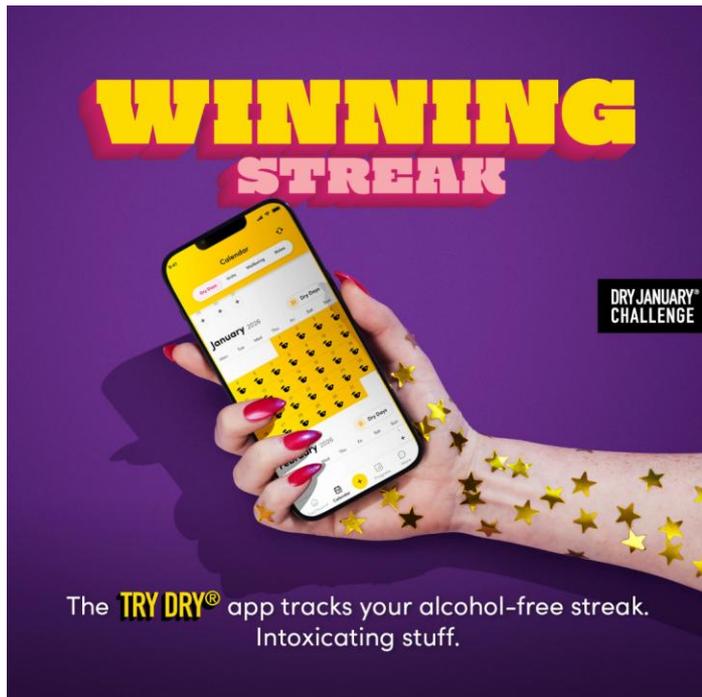
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Campaign resources

Use our ready-to-go branded assets and example social media posts to encourage people in your workplace to take part in the Dry January® challenge and enjoy all the amazing benefits it brings in January and beyond. Read **our tips** **to find out how**.
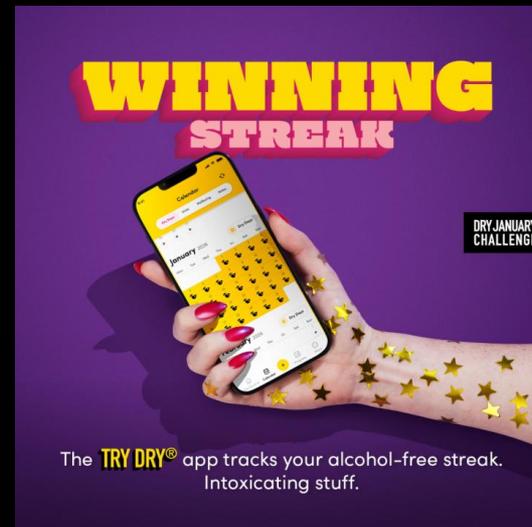
Spreading the word on social media

Use these social media posts alongside our **downloadable assets** to help spread the word about the Dry January® challenge.

- Get ready for the #DryJanuaryChallenge 2026! It's the perfect time to reset and experience all the benefits of a month off booze. Download the free Try Dry® app to start your alcohol-free streak: http://bit.ly/43HzUIE

- Thinking about taking on the #DryJanuaryChallenge? Download @AlcoholChangeUK's free Try Dry® app to start your 31-day alcohol-free streak: http://bit.ly/43HzUIE

Spreading the word on social media

Use these social media posts alongside our **downloadable assets** to help spread the word about the Dry January® challenge.

This #DryJanuary, track how it feels to go alcohol-free with the Try Dry® app. Get ready to boss your mood: http://bit.ly/43HzUIE

If you like access to our full range of free downloadable assets, visit our website here.

Stay in the know

To stay up-to-date on this year's Dry January® challenge, make sure you like and follow our social media channels. And don't forget to tag us!

- X – @DryJanuary

- Facebook – Dry January

- Instagram – @dryjanuary

- TikTok – @dryjanuaryofficial

- Hashtag – #DryJanuaryChallenge

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