



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 Try Dry® (the official app of the Dry January® challenge), 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 community 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
- Or sign up to take part via the website at 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.

About this year's campaign

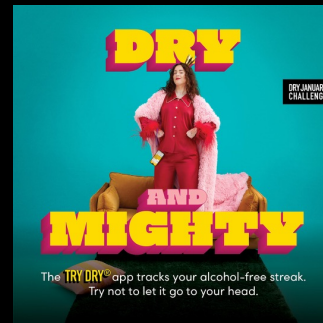
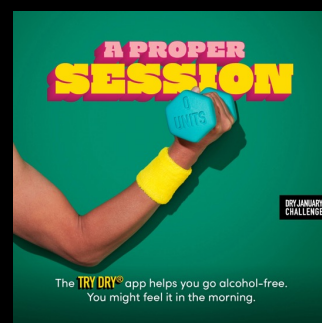
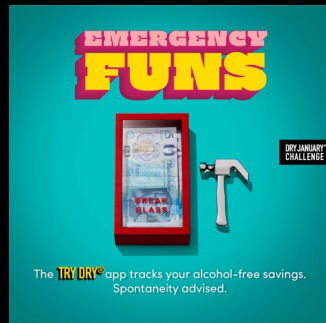
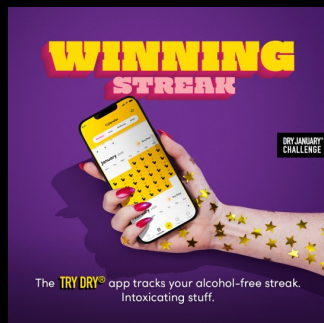
Everybody has different reasons for taking on the Dry January® challenge, whether it's a little extra cash in your pocket, a hangover-free happier hour, or the thrill of an energetic workout session. This year's campaign shows that whatever the motivation, Alcohol Change UK's Try Dry® app and other dedicated resources help people stay on track and committed even when temptation strikes!

Focusing on five core motivators, the promotional visuals lean into humour and punchy wordplay as we celebrate the achievement of going alcohol-free and sticking to your goals day in, day out....

Bossing your... savings, fitness, health, mood, sleep, and alcohol-free streak!

Campaign resources

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



How you can help

You can encourage people in your community to get involved by:

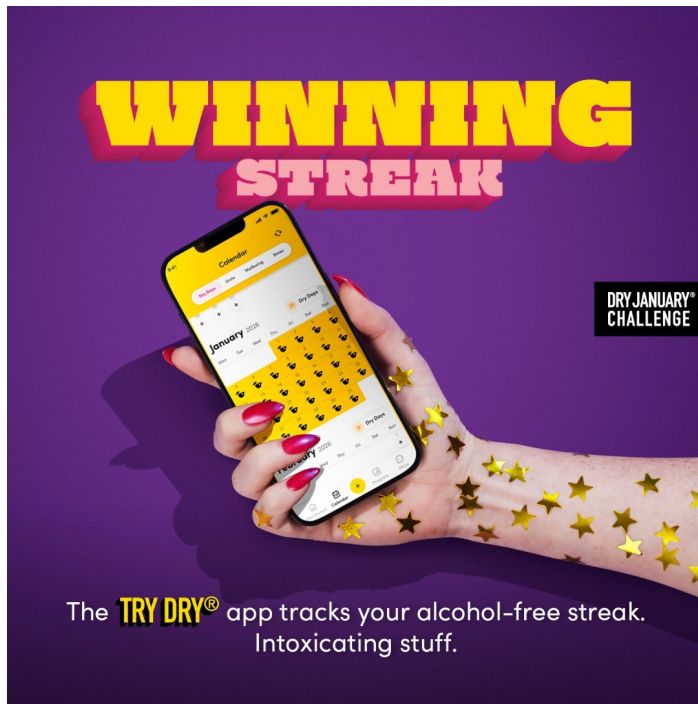
- **Spreading the word** – use our template press pack and downloadable social media assets and suggested posts across your channels. Don't forget to tag us.
- **Creating a display** – put our Dry January® posters, calendars, wristbands, mugs and 'Rethink your drink' scratchcards on display in your local area e.g. reception areas and waiting rooms, entertainment venues, bus stops.
Get yours here.
- **Asking businesses to let you know if they are providing low and no-alcohol options** – create a list to share with local residents so they feel confident when they turn up at venues that they will be comfortably catered for.

How you can help

- **Connect with your community** – link up with established community networks such as sports clubs, faith communities, interfaith groups and exercise classes. They may not have any specific focus on alcohol issues, but they will be full of people who have experience of the role alcohol plays in their community.

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.

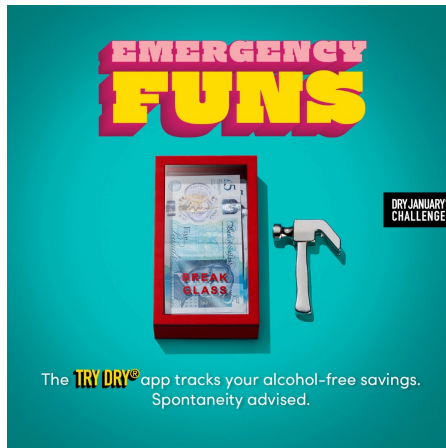


WINNING STREAK

- 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.



EMERGENCY FUNS

This #DryJanuary save for cheeky splurges and rainy days with Try Dry®, the app that tracks your alcohol-free savings: <http://bit.ly/43HzUIE>



SNOOZE CRUISE

Sleep, think, and feel better this #DryJanuary with Try Dry®, @AlcoholChangeUK's free app that helps you track your time off drinking: <http://bit.ly/43HzUIE>

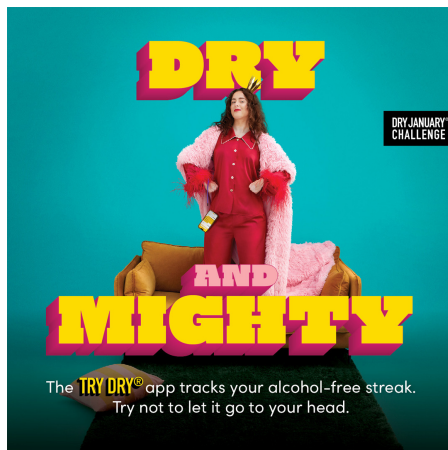
Spreading the word on social media

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A PROPER SESSION

So what'll it be this #DryJanuary? PBs? Pilates? Power walks? Keep track of your energy levels with Try Dry®, and boss your alcohol-free workouts: <http://bit.ly/43HzUIE>



DRY AND MIGHTY

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>



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.

FINAL TWO IMAGES TO FOLLOW SOON. CHECK OUT OUR WEBSITE TO GET YOUR FULL SET OF ASSETS **HERE**.

ROLL BACK THE BEERS

- Taking on the #DryJanuaryChallenge? Keep track of your energy levels with the free Try Dry® app & boss your health in 2026: <http://bit.ly/43HzUIE>

BOSS YOUR ALCOHOL-FREE GOALS

- Better sleep, boosted energy, fuller wallet? Whatever motivates you to cut the booze this #DryJanuary, the free Try Dry® app helps you stay committed through January & beyond: <http://bit.ly/43HzUIE>

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](#)

Key timings

- November 2025 – Resources available now to help you start planning
- Nov/Dec 2025 – Campaign update
- December 2025 – Set your plans into action
- 1-31 January 2026 – the Dry January® challenge is on!

Find out more about how you can support the Dry January® challenge in your community [on our website](#).