Press Release
For Immediate Release

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Announcing Dryuary 2017 – Stay Dry in January at Dryuary.org
See the Dryuary website at http://dryuary.org

The Dryuary™ Challenge is the annual “Dry January” month of abstinence. Take a month-long break from alcohol, and join with others in a supportive environment.

Dryuary provides encouragement for individuals who have made the healthy decision to not drink alcohol in January. Dryuary is simply an opportunity to reset a relationship with drinking, not therapy. Daily emails help participants to stay focused and resolved. Dryuary asks everyone to make the decision to invest in themselves as a healthier, more productive person.
Dryuary is all about not drinking alcohol in January. Dryuary was formed as a simple response to a complex problem—How can people with concerns about alcohol take a first step towards a healthier lifestyle? The volunteers who decided to make Dryuary happen were all from Moderation Management, and they knew from their own personal experience how problems with alcohol could grow. What simple step could people take to start to break the cycle that can lead to a life dominated by drink? Could a single point be found where a person could cut this cord and learn to build healthier habits? In retrospect, New Year's Day was a time of repentance and regret for so many after overindulgence the night before. What better occasion to encourage a month-long break from alcohol. Thus January became "Dryuary", and everyone is asked to consider taking the Dryuary Challenge of one month without a beverage containing alcohol.

Resolve finds a cheerleader in each daily Dryuary message, posted on the website and emailed to recipients who subscribe to the mailing list. Join a community of Dryuary participants, who can discuss their experiences on the Dryuary Forum and make anonymous comments on every daily post.

This is the third year of the Dryuary Challenge. Participation is free of charge. The many authors of the daily Dryuary posts have demonstrated that they can provide the inspiration and perspective to make these 31 Dryuary days into more than just a white-knuckle show of willpower—"Dry January" becomes a meaningful self-empowering experience that sustains and strengthens the participants as they move into the New Year.

Dryuary 2017 can give participants a break for 1/12th of the year from a diet that includes alcohol. Reset a relationship with alcohol and get a Great Start to the New Year.
Subscribe here:  http://dryuary.org/wp/sign-up

Or follow daily posts on the Dryuary website at http://dryuary.org

Moderation Management has agreed to sponsor Dryuary. Dryuary is presented free of charge to any interested person, along with their other services. Moderation Management was founded on the belief that problems with alcohol can be resolved by responsible individuals who learn how to make good decisions. Dryuary is one of these good decisions.

Email the Dryuary administrators at dryuary@dryuary.org

Dryuary™ is sponsored by Moderation Management

Moderation Management™ is a national support group network for people concerned about their drinking and who desire to make positive lifestyle changes. Moderation Management empowers individuals to accept personal responsibility for choosing and maintaining their own path, whether moderation or abstinence.

For more information, see http://www.moderation.org/about_mm/whatismmm.html

Moderation Management™ is a 501(c)(3) IRS-registered non-profit organization.

Visit their website at http://www.moderation.org

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Dryuary (and “Dry January”) in the Media

Thousands of people around the world are taking January off from alcohol, and there is no shortage of media stories about it:

**MedicalDaily.com – Life Without Alcohol: 2 Women, One 30-Day Physical And Mental Challenge**

“Every study I’ve ever read straight up says this is bad, unhealthy behavior — a strain on every organ in your body that can lead to high blood pressure, heart disease, stroke, and liver disease. For the life of me, though, I cannot color within the lines every single time.”

**HuffingtonPost - Could You Survive One Month Without Alcohol? Here’s How I Made It**

“I’m still just as fun as before. And, so are you. So, don’t alter your plans.”

**HuffingtonPost - How To Stay Social While Cutting Out Alcohol For ‘Drynuary’**
[http://www.huffingtonpost.com/2015/01/08/drynuary_n_6438672.html](http://www.huffingtonpost.com/2015/01/08/drynuary_n_6438672.html)

[It was] a month of exploring our city, going to places we normally otherwise wouldn’t, maybe explore instead of going to the restaurant or bar. It was fun.”

**UrbanDictionary.com – Dryuary**

The art of not drinking alcohol for the entire month of January. Participation normally arises on the 1st January from all walks of life along with phrases like ‘I will never drink again’.

**Slate.com - What a Psychologist Specializing in Addiction Treatment Thinks About Drynuary**
[http://www.slate.com/blogs/browbeat/2015/01/19/drynuary_and_moderation_management_s_drynuary_a_psychologist_specializing.html](http://www.slate.com/blogs/browbeat/2015/01/19/drynuary_and_moderation_management_s_drynuary_a_psychologist_specializing.html)
EveryDayHealth.com – ‘Dryuary’: Taking a Month Off the Sauce

University of Washington - “Dryuary” 2014
https://www.washington.edu/wholeu/2014/01/21/dryuary-2014/

Business Insider - Dry January is terrible and you should stop doing it
http://www.businessinsider.com/dry-january-is-terrible-2016-1

Refinery29.com - Quit Drinking For A Month — & These 12 Things Happened
http://www.refinery29.com/quit-drinking-for-a-month#slide

Seattle Times - Dry January Reactions: Shaken and Stirred

Dry January Tips from “Eat This”
http://www.eatthis.com/dry-january-tips

Time Magazine – Here’s What Happens When You Give Up Drinking for New Year’s
http://time.com/4162629/new-years-resolution-drinking/?xid=emailshare

NPR – Dry January: Giving Up Booze For A Month Does Have Benefits
http://www.npr.org/sections/thesalt/2014/01/21/264568151/dry-january-giving-up-booze-for-a-month-does-have-benefits

TheFix.com - 7 Ways to Prepare For An Alcohol Free January
https://www.thefix.com/how-do-dry-january

PsychCentral.com - Self-Care: Stop Neglecting Yourself
InquiringMind.com – Urge Surfing - Substance-use urges rarely last longer than 30 minutes
http://www.inquiringmind.com/Articles/SurfingTheUrge.html

The Moderation Management Public Forum - About Lapses and Relapses

Ocsober.com.au - Mocktails from a Mixologist in Oz

Responsible Drinking
by Frederick Rotgers Psy.D., Marc F. Kern Ph.D., & Rudy Hoeltzel
Good reading for people concerned about their drinking, filled with knowledge and support for transformation. The workbook for Moderation Management.

Changing for Good
by Prochaska, Norcross, and DiClemente
The authors describe the stages of change and what must be done at each stage before moving on to the next.
http://smile.amazon.com/Changing-Good-Revolutionary-Overcoming-Positively/dp/038072572X/

Sober for Good: New Solutions For Drinking Problems
by Anne M. Fletcher
For this best-selling book, author Anne Fletcher went straight to the experts: hundreds of men and women who have resolved a drinking problem.
http://smile.amazon.com/Sober-Good-Solutions-Drinking-Succeeded/dp/0618219072/
How to Control Your Drinking 2nd Edition
By William R. Miller, Ph.D., and Ricardo F. Munoz, Ph.D.
Many professionals in the alcohol field now accept that moderation is a reasonable and responsible goal for some (though certainly not all) people seeking to control their use of alcohol and to avoid developing more serious drinking problems. We have found that early stage problem drinkers can be quite successful in learning moderation.

Moderation Management “Steps of Change”
by Rudy Hoeltzel
Many of the people who look into MM have already tried to get rid of their drinking problem with a big, all-at-once effort of the will – but without success. This program takes quite a different approach. The better approach is to break the change process down into a number of smaller, more manageable steps.
(A free download, PDF)
http://www.moderation.org/about_mm/steps_of_change.html

~ End of Dryuary in the Media ~