

PRESS RELEASE

ANF PAKISTAN ARRANGED OVER-EXCEPTIONAL AWARENESS ACTIVITIES CAMPAIGN ACROSS THE COUNTRY TO OBSERVE INTERNATIONAL DAY AGAINST DRUG ABUSE & ILLICIT TRAFFICKING WITH HIGHEST ENTHUSIASM

Anti Narcotics Force Pakistan celebrated International Day Against Drug Abuse & Illicit Trafficking throughout the country with highest enthusiasm by arranging exceptional drug demand reduction / awareness activities on 26th June 2018.

The drug demand reduction / awareness activities included walks, games/ sports competitions, speech/ debate competitions, lectures, seminar and workshops in different parts of country paying especial emphasis on major cities e.g. Islamabad, Karachi, Lahore, Peshawar, Quetta and Rawalpindi etc. through Regional Directorates of ANF Pakistan to make general masses especially youth aware of hazard resulted by drug abuse in connection with the day.

Special Drug Awareness Painting Competition on 25th June 2018 and a Drug Awareness Stage Drama "*Andheri Raah Ka Musafir*" on 26th June 2018 were also arranged by ANF Pakistan at auditorium of Rawalpindi Arts Council, near Rawalpindi Cricket Stadium, Murree Road, Rawalpindi in collaboration of Rawalpindi Arts Council to observe International Day Against Drug Abuse & Illicit Trafficking with professional fervor and to engage and attract young generation towards healthy activities. Similarly, another Drug Awareness Stage Drama is also being arranged at Auditorium of Murree Arts Council, Jinnah Road, Murree in collaboration with *Pattan Lok Natak*, Aim Association and Rawalpindi Arts Council on 27th June 2018.

In addition to these awareness activities, ANF also arranged display of banners, steamers, panaflexes at Airports, Railway Stations, Bus Addas, Roads, Chowks, Traffic Signals and other important public places. Further, ANF Awareness Video messages have also been played on LEDs installed at Airports, Railway Stations, important chowks, Bus Addas, Shopping Malls and other prominent places throughout Pakistan.

Awareness Material e.g. brochures, pamphlets and leaflets carrying special messages about threats linked with drug abuse were also distributed amongst general public at public places throughout the country. All cellular companies forwarded Drug Awareness Message "Say No To Drug" to all mobile users of Pakistan. TV and local cable channels of all provinces also played ANF Video Public Service Message.

Fulfilling its commitment to eradicate drugs and establish a "Drug Free Society", the importance of social media is mandatory during the current era, hence ANF also launched drug awareness social media campaign by uploading Video Public Service Awareness Message on facebook, whatsapp, twitter and ANF's Official Website.