



FOR IMMEDIATE RELEASE

**USAAV Underage
Drinking Prevention
Workgroup**

- Utah Attorney General's Office
- Utah Behavioral Healthcare Network Prevention Committee
- Utah Chapter/Mothers Against Drunk Driving (MADD)
- Utah Department of Alcoholic Beverage Control
- Utah Department of Health
- Utah Department of Public Safety
- Utah Division of Substance Abuse and Mental Health
- Utah Juvenile Court
- Utah State Office of Education/Safe and Drug Free Schools
- Utah Substance Abuse and Anti-Violence Coordinating Council/Utah Prevention

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WHAT KIDS REALLY WANT AT THE DINNER TABLE IS *YOU*

September 24 is National Family Day to remind parents that dinner together is a simple and effective way to stay engaged in their children's lives.

Salt Lake City, September 18, 2007 – Studies show that children who eat dinner with their family are much less likely to drink alcohol, use other drugs or smoke. On September 24, 2007, families across the United States are invited to participate in Family Day – a day to eat dinner with their children. This national initiative will remind parents that what their kids really want at the dinner table is them. Associated Foods Stores, Salt Lake City Mayor Rocky Anderson, Mothers Against Drunk Driving, the Department of Alcoholic Beverage Control, Utah Prevention and Parents Empowered.org will kick off Family Day at 1:00 p.m., at Salt Lake City and County Building, 451 South State St. in room 335 (Cannon room).

Nearly 600 independent retailers that are affiliated with Associated Foods Stores in eight western states remind parents via grocery bags that this bonding time is important. In partnership with ParentsEmpowered.org, Associated Foods prints a checklist on each bag that reads:

How to prevent underage drinking:

- ✓ Buy groceries.
- ✓ Make dinner.
- ✓ Eat together.

"Associated Foods Stores recognizes the importance of sharing family meals as a way of bringing family members closer," said Rich Parkinson, President of Associated Foods Stores. "The time spent together can strongly influence many decisions that children must make as they mature, including the decision not to experiment with alcohol."

Mayor Anderson expresses his support of the dinner message. "Dinner time together is important," he said. "In whatever setting a family chooses – picnic, takeout or around the dining table – eating together gives families opportunities to get to know each other better and talk about their day."



For more information about Family Day, visit www.casafamilyday.org.

ParentsEmpowered.org is a statewide campaign focused on eliminating underage drinking in Utah. Its primary goals are to educate parents about the dangers of underage drinking and provide them with proven skills to communicate with their children about remaining alcohol-free. More information is available at www.parentsempowered.org.

R&R Partners, a strategic advertising firm, oversees the ParentsEmpowered.org campaign. The agency builds innovative brand relationships across a wide range of audiences through such integrated services as advertising, public relations, government and public affairs, research, media, branded entertainment and digital marketing. Ranked among the top 10 regional agencies in the U.S. by *Adweek* magazine, R&R Partners maintains offices in Salt Lake City, Las Vegas, Phoenix, Reno and Washington, D.C. For more information, visit www.rpartners.com.

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