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HISPANIC/LATINO UNDERAGE DRINKING PREVENTION CONFERENCE HELPS MOBILIZE MINORITY COMMUNITY TO ELIMINATE PROBLEM

ParentsEmpowered's message about parental involvement is spread in Spanish.

Salt Lake City, November 29, 2007 – Underage drinking is a problem not limited to any ethnic or socio-economic group. For this reason, the Utah Office of Ethnic Affairs is sponsoring a conference on Saturday, December 1, 2007, to help the Hispanic community acquire the resources to combat this problem.

Keynote speaker is Utah Attorney General Mark Shurtleff. Following his address, workshops on underage drinking and related topics of teen pregnancy prevention and gateway drugs will be conducted. Art Brown, president of the Utah chapter of MADD, will close the workshop with remarks.

When: Saturday, December 1, 2007, 9:30 a.m.-3 p.m.

Where: Hilton Hotel
255 S. West Temple
Salt Lake City, UT

Sponsors: Utah Office of Ethnic Affairs, ParentsEmpowered.org, Utah Latino Network and Comunidades Unidas

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.rrpartners.com.

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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

