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**FOR IMMEDIATE RELEASE**

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## **Mayors Deliver “Trashy” Message**

### *Garbage Trucks on the Roll*

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**Salt Lake City, June 18, 2007** – This morning at 7:00 a.m. two large fleets of roving billboards deployed from the Sanitation Division of the Salt Lake County Public Works Department on city and county garbage trucks with the message “Alcohol can trash your kid’s brain.”

Salt Lake City Mayor “Rocky” Anderson and Salt Lake County Mayor Peter Corroon launched this first ever mobile message campaign with Mayor Anderson noting in his remarks that “we are united in our efforts to get the word out that underage drinking is harmful and not just a simple rite of passage.” Mayor Corroon said, “As parents and as a community, we can make a difference by talking to our kids and staying involved in their lives.”

Back in April 2006 every mayor in the state signed the joint proclamation on preventing underage drinking in Utah initiating a community-by-community effort to educate parents on the harmful effects of underage drinking.

“This is a first” remarked Art Brown, Chairman of the ParentEmpowered.org integrated media campaign. “Never before have our communities mobilized in this fashion to deliver a powerful message on the harmful effects of alcohol on the brains of our youth. We plan to take this message statewide, into every community. Garbage trucks will roll up to every household in the state with a personal message to Utah parents.”

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](http://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](http://www.rrpartners.com).

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