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Mayors Go to the Curb to Prevent Underage Drinking

Garbage trucks deliver prevention messages to Utah's residential communities

Salt Lake City, November 25, 2009 - Three large fleets of mobile billboards displaying underage drinking messages carried by state and private sanitation division trucks will be deployed at 10 a.m. on December 1, 2009, in a sendoff from the east steps of the City & County Building (weather permitting). Salt Lake County's and Salt Lake City's public works departments, in conjunction with ACE Disposal, will release a total of 75 garbage trucks carrying important prevention messages: "*Underage drinking. It's garbage,*" "*The dreams of underage drinkers often wind up in here,*" and "*You always remember garbage day. How about making sure your kids aren't drinking?*" These trucks are scheduled to travel a combined three million miles and visit almost 18 million households annually. If weather is inclement, the event will be held in the Cannon Room (335). The City & County Building is located at 451 S. State Street in Salt Lake City.

Salt Lake City Mayor Ralph Becker and Salt Lake County Mayor Peter Corroon plan to launch this mobile message campaign to help keep Utah's young population alcohol-free. Mayor Becker notes, "Utah is united in the effort to get the word out that underage drinking is harmful and not just a simple rite of passage." Mayor Corroon states, "As parents and as a community, we must make a difference by talking to our kids about alcohol and staying involved in their lives."

In April 2006, every mayor in the Salt Lake County Conference of Mayors signed a joint proclamation to prevent underage drinking in Utah. This initiated a community-by-community effort to educate parents on the harmful effects of underage drinking and provide the proven skills to prevent it.

“A complete community mobilization is the tool necessary to eliminate underage drinking in Utah,” said Sam Granato, Chairman of the Alcoholic Beverage Control Commission. “It is great to see our communities mobilize in this fashion to deliver powerful messages against the harmful effects of underage alcohol use.” These participating organizations plan to take the prevention message statewide, into every major community. Garbage trucks will deliver a personal prevention message to all Utah households and to all 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.

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