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WHAT HAS PARENTS CLINGING TO ITS SIDES AND FLIES?

Salt Lake Valley garbage trucks sporting new underage drinking prevention messages, of course.

Salt Lake City, May 15, 2008 – After logging some 3.3 million miles and stopping in front of 16 million households bearing the “Alcohol can trash your kid’s brain” messages, Salt Lake City and Salt Lake County garbage trucks are carrying new messages about underage drinking prevention. This time it’s the parents turn to adorn the trucks.

Thirty-three Salt Lake County trucks and 22 Salt Lake City trucks are rolling out the second year of this trashy campaign to remind parents that they are the number one reason kids choose not to drink.

The four new messages prompt parents to take any measures necessary to keep an eye on their children by being sneaky (as kids are), dropping by unannounced, following up and hanging around to make sure their teens are not drinking..

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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