

PRESS CONFERENCE INVITATION

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ELIMINATING UNDERAGE DRINKING IS A COMMUNITY GOAL “PARENTSEMPOWERED.ORG” A CAMPAIGN TO ELIMINATE UNDERAGE DRINKING IN UTAH

Increased parental and community involvement is one of the most effective ways to help youth avoid the increased chance of permanent brain damage and risk of addiction from underage drinking.

EVENT: News conference to promote the Parents Empowered campaign - Eliminate underage drinking in Utah and the participating community support from local businesses and agencies.

WHEN: **Tuesday, November 27, 2007, at 10:00 a.m.**

WHERE: State Auditorium
Utah State Capitol Complex
State Office Building

DIRECTIONS: Proceed to the top of State Street and turn right and follow the street around the east side of the Capitol. Parking is located on the left labeled “visitor parking.” The State Office Building is on the North side of the Campus.

The easiest way to enter the Auditorium is to walk through the east building to the plaza (where the fountain is located) and then to the State Office Building to the North. Take the elevator to the 1st floor, when you get off the elevator turn right and right again the auditorium is located there.

SUPPORTERS: Attorney General Mark Shurtleff, Senator Pete Knudson, Richard Parkinson CEO of Associated Foods, Bill Nelson CEO of Intermountain Healthcare, David Petersen President & COO of O.C. Tanner, Ruben Garza Manager of ACE Disposal, Larry Miller, Mayor Dan Snarr of Salt Lake Valley Conference of Mayors, Tim Dahle, and Mary Ann Mantes Vice Chair of the Utah Department of Alcoholic Beverage Control Commission.

WHY: Underage drinking is a problem in Utah. Heavy binge drinking begins in the 6th grade. This fact is particularly alarming, since new research shows underage drinking can permanently reduce intellectual capabilities in a teen’s developing brain and significantly increase the risk of alcohol addiction.

Studies show parental disapproval is the #1 reason children choose not to drink alcohol. Empowered parents can trump peer pressure and now parents have an entire network of community support. Central to this media campaign to eliminate underage drinking is the encouraging news that entire corporations and local businesses have joined the initiative to eliminate underage drinking in our community.

The Utah Department of Alcoholic Beverage Control in partnership with Utah Prevention is heading up the statewide media campaign and community mobilization to eliminate underage drinking. This television, radio, print, and business to community campaign is designed to alert parents to the dangers of underage alcohol use and suggest the proven skills to prevent it. The primary goal of the business to community campaign is to talk with parents during youth key drinking times, 3-6 p.m.

FOR MEDIA: An information packet will be provided containing printed pieces, a DVD with television and radio spots, a fact sheet about underage drinking, a list of supporting local business efforts and a series of resources available to families.

