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FOR IMMEDIATE RELEASE

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## THE UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL DELIVERS MOBILE UNDERAGE DRINKING PREVENTION MESSAGES

### *Big Trucks Carry Big Solutions*

The Utah Department of Alcoholic Beverage Control in conjunction with ParentsEmpowered.org, the statewide underage drinking prevention initiative, has wrapped "large" prevention messages on the sides of the DABC delivery trucks (eleven trucks in total). Both sides of each truck are covered with messages about the dangers of underage drinking and the proven skills to prevent it. "Underage drinking in Utah is a serious problem. It requires an entire community effort to solve it. We hope these trucks remind parents and the community of the dangers of underage drinking and what can be done to prevent it," said Dennis Kellen, Director of the DABC. The DABC trucks deliver across the state and annually travel almost 70,000 miles. The delivery trucks will carry the underage prevention message for the next 12 months.

#### *Underage drinking in Utah is a serious community problem.*

In Utah, binge drinking begins as early as sixth grade and 59 percent of Utah parents are unaware that sixth graders are drinking. Forty-five percent of Utah kids who begin drinking before the age of 13 will become alcohol-dependent. Underage drinking is a growing concern in Utah. The solution to this community problem requires a total community effort. The DABC hopes their truck messages will raise awareness for the dangers of underage drinking and motivate community members to get involved. ParentsEmpowered.org is continually looking for additional partners/volunteers to help spread the prevention message through the underage drinking initiative.

#### **WHO:**

*Sponsoring agency:* The Utah Department of Alcoholic Beverage Control

*Partnering program:* ParentsEmpowered.org – State Underage Drinking Prevention Campaign

*Available interviews:* Dennis Kellen – DABC Director, Sharron Mackay – DABC Public Information Officer, and Steve Wright – committee member for ParentsEmpowered.org.

#### **WHEN:**

The DABC will display the trucks and answer questions about the project on April 20, 2009 from 10:30 – 11:30AM.

#### **WHERE:**

The Department of Alcoholic Beverage Control – 1625 South 900 West, Salt Lake City, Utah 84130

#### *ParentsEmpowered.org*

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).

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