

Contact: Steve Wright
R&R Partners
801-531-6877
steve.wright@rrpartners.com

Sherri Clark
R&R Partners
801-673-0260
sherriclark@comcast.net

UTAH'S ATTORNEY GENERAL "FACES-OFF" AGAINST UNDERAGE DRINKING IN UTAH

*The Utah Attorney General and ParentsEmpowered partner with the E Center
and the Utah Grizzlies to eliminate underage drinking.*

ParentsEmpowered.org and the Utah Attorney General's Office have joined forces with the E Center and the Utah Grizzlies to educate parents on the dangers of underage drinking and provide them with proven prevention skills. On January 29 at 7:00PM (arrive at 6:30PM) Utah's Attorney General Mark Shurtleff, a long-time advocate of ParentsEmpowered, will stand at center ice and drop the game puck for the Utah Grizzlies' hockey game. This represents the beginning of the E Center's and Grizzlies' participation in the community-wide partnership against underage drinking.

This also marks the first of six ParentsEmpowered-sponsored hockey games that will feature multi-media messaging targeted at educating parents about skills to prevent underage drinking. These media blitzes will include TV commercials, radio ads, ribbon banners, 40,000 rule cards with hockey rule basics on one side and proven underage drinking prevention rules on the reverse, and the ParentsEmpowered T-Shirt cannon.

The Utah Attorney General's office and the E Center are official partners of ParentsEmpowered.org. Each of these organizations supports ParentsEmpowered in spreading their prevention messages to parents and community members. "The elimination of underage drinking can only be accomplished when communities and parents mobilize to fight against it," said Mark Shurtleff. "The office of the Attorney General invites all parents to join this statewide initiative in eliminating underage drinking."

The E Center is known as one of the premier entertainment venues in Utah. "We entertain hundreds of thousands of Utahns every year. We are a community venue and are pleased to help in Utah's fight to eliminate underage drinking," said Kevin Bruder, CEO of the E Center.

When: Friday, Jan 29, 6:30PM

Where: E Center - 3200 South Decker Lake Drive (at 2200 West) West Valley City, Utah

The E Center is a West Valley City-owned, 12,500 seat, state-of-the-art arena that delivers the highest quality entertainment through concerts, special events, and the Utah Grizzlies Professional Hockey Team.

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 the proven skills to communicate with their children about remaining alcohol-free. Please see www.parentsempowered.org.