

## MEDIA ADVISORY

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### FIRST LADY MARY KAYE HUNTSMAN ANNOUNCES “PARENTSEMPOWERED.ORG” A CAMPAIGN TO PREVENT UNDERAGE DRINKING

*Increased parental involvement is the most effective way to help youth avoid permanent brain damage and increased risk of addiction from underage drinking.*

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- EVENT:** News conference to launch the Parents Empowered campaign to eliminate underage drinking in Utah.
- WHEN:** Thursday, September 28, 2006, at 2:30 p.m.
- WHERE:** Governors Board Room  
Utah State Capitol Complex  
East Office Building, Suite 220
- WHO:** First Lady Mary Kaye Huntsman, Attorney General Mark Shurtleff, Senate Majority Leader Pete Knudsen, Holladay Mayor Dennis Webb from the Salt Lake Valley Conference of Mayors and Larry V. Lunt, Chairman of the Utah 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.

Central to this media campaign to eliminate underage drinking is the encouraging news that studies show parent disapproval is the #1 reason children choose not to drink alcohol. Parents empowered can trump peer pressure.

The Utah Department of Alcoholic Beverage Control in partnership with the Utah Division of Substance Abuse and Mental Health, the Utah Substance Abuse and Anti-Violence Coordinating Council (USAAV), MADD, Department of Public Safety and Utah Prevention is launching ParentsEmpowered.org, a statewide media campaign to eliminate underage drinking. This television, radio, print and interactive campaign is designed to alert parents to the dangers of underage alcohol use and suggest the proven skills to prevent it.

#### FOR NEWS

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

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