

# NEWS RELEASE

**Contact:** Sherri Clark  
R&R Partners  
(801) 673-0260  
[sherriclark@comcast.net](mailto:sherriclark@comcast.net)

**Date:** December 20, 2006

## TEENS IN THE LIQUOR STORE? ONLY TO EDUCATE SHOPPERS ABOUT UNDERAGE DRINKING

*Oversize silhouettes of teens relay messages of the dangers of underage drinking to shoppers as they buy alcoholic beverages.*

---

The holiday season is a busy shopping time at state liquor stores, according to the Utah Department of Alcoholic Beverage Control, with sales jumping more than \$11.5 million from November to December. Due to this increase in sales, alcohol is more readily available in the home and more accessible to teens. To remind parents to set clear guidelines and expectations for their children about no alcohol use, larger-than-life silhouette cutouts of teens relaying messages about underage drinking will greet shoppers at all 38 liquor stores around the state. These silhouettes, sponsored by ParentsEmpowered.org, have been placed in the liquor stores this month and will be left on display throughout the year. They serve as a reminder to parents making sure their children know that alcoholic beverages in the home are not for teen consumption.

Larry Lunt, Chairman of the Alcoholic Beverage Control Commission, believes that since the state is in the business of alcohol sales, it has the responsibility to direct some of the profits to preventing underage drinking. "This is a creative, non-traditional way to get the message out to parents that they are the most influential force in their children's decision to not drink until age 21," he said.

The thought bubbles above the heads of the teen silhouettes say:

**"No thanks. I need all the brain cells I can get."** New research shows underage drinking can cause permanent brain damage.

**"No way do I drink. My parents would kill me."** Parental disapproval is the number one reason teens don't drink.

**"My parents drink. Why shouldn't I?"** Kids who drink before age 15 have a 40% chance of becoming addicted – at age 21, just 7%.

**"After school is the best time to party."** Most underage drinking happens between 3:00 and 6:00 p.m.

**“In 6<sup>th</sup> grade, I raided my parents’ liquor cabinet.”** Underage drinking in Utah starts earlier than you may think.

**“My parents are cool with it.”** Underage drinking can cause permanent brain damage. That’s anything but cool.

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. This campaign runs through June 2007. More information is available at [www.parentsempowered.org](http://www.parentsempowered.org).

###