



FOR IMMEDIATE RELEASE

MEDIA CONTACT

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MEDIA ADVISORY: Community Activation

Sunday, June 4 at 8:50 a.m.

Utah Motorsports Campus and other community partners join the race to prevent underage drinking in Tooele

WHAT: With the Utah Motorsports Campus (UMC) Kart Racing Series as a backdrop, Tooele leaders will discuss underage drinking prevention in their community this Sunday. *Tooele Health Department, local prevention coalitions, and statewide underage drinking prevention campaign Parents Empowered* have brought together almost a dozen local businesses throughout Tooele County to solve the issues troubling Tooele. In the county, about 1 in 5 kids have reported using alcohol in their lifetime – 33% higher than the statewide average – according to the 2021 Utah Student Health and Risk Prevention (SHARP) survey.

UMC and other businesses in Tooele County will be sporting messaging about preventing underage drinking and handing out items to parents, educating them on their role in preventing underage drinking in Tooele. Businesses in the community include: Grease Monkey, Rock Doc Auto Glass, and Kleen Green Car Wash in Stansbury; UMC and West Side Auto Sales in Grantsville; and Grease Monkey, Carrillo Brother's Auto Service, and Car Quest Auto Parts in Wendover.

WHERE & June 4 at 8:50 a.m.

WHEN: Utah Motorsports Campus – Kart Center Building
512 Sheep Lane, Grantsville, UT 84074

VISUALS: <https://drive.google.com/drive/folders/1jhjHVhK5jaJxQ0MZE30GChDOX9YN7z98>

WHY: Parents should spend at least 10-15 minutes with their child daily, doing what their child enjoys, and being a part of their world. Parents' strong disapproval of underage drinking is the No. 1 reason kids choose not to drink. Research indicates children are less likely to drink when they feel close to their parents and eat meals as a family five to seven times a week.

ABOUT: Parents Empowered is a statewide media and community education campaign with the goal to have every Utah child reach the age of 21 alcohol-free so they can enjoy the benefits of a healthy brain. This community-based initiative provides parents and caregivers with information about the harmful effects of alcohol on the developing adolescent brain, along with research-based parenting skills to prevent underage drinking. More information is available at www.ParentsEmpowered.org.