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NEWS RELEASE

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UHP Brings a New Angle to Food Safety for the 4th of July

In addition to enforcement, the UHP is looking at food photos to help encourage safe driving this holiday weekend.

UTAH - The upcoming 4th of July will see many people traveling on Utah's roads and the Utah Highway Patrol hopes to help everyone get where they're going safely - not only by having extra troopers out on the road, but also by engaging the public in a new, creative and possibly delicious way. They're inviting people to share photos of their 4th of July food with the ultimate topping - a safe driving message.

The 4th of July weekend has been deadly the past 2 two years - in both 2013 and 2014, there were 10 traffic-related fatalities over the holiday period. More troopers will be out on Utah's road conducting enforcement activities but the UHP is encouraging everyone to bring safe driving messages to the table, picnic, barbeque and beyond.

"We know food, friends and fun are a big part of the 4th of July," said Sgt. Todd Royce. "We thought we'd invite the public to help us make this a safe weekend for everyone by just adding a simple safety message to some of their 4th of July feasts." Whether you're at a pancake breakfast, a local fair or family barbeque, add a safe driving message to your favorite food and share it with the UHP and they may feature it on their social media channels.

"The examples we created all feature the "Buckle up" message, because that's one that we just can't repeat enough," Sgt. Royce said. "But we welcome the public to share other

messages about impaired driving, distracted driving, speeding, drowsy driving and sharing the road with motorcycles and bicycles.”

The UHP asks that anyone who wants to participate adhere to just two criteria – keep your messages respectful and G-rated and please, don’t waste food. According to the Utah Food Bank, summer is a great time of need for Utah families facing hunger, so while you’re out shopping for the 4th, consider picking up something to donate.

Creative pictures can be posted on or messaged to the UHP’s Facebook page (<http://facebook.com/UtahHighwayPatrol>), posted on Instagram with a comment tagging the UHP account (@utahhighwaypatrol) or posted on Twitter with an @mention of the UHP account (@uthighwaypatrol). The UHP may repost or feature some of the submissions.

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