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MR. MAC AND LAW ENFORCEMENT PARTNER TO SHARE AN IMPORTANT MESSAGE ABOUT PROTECTING DAD THIS FATHER'S DAY

Safety advocates, local law enforcement and Utah Mr. Mac stores use custom messages to remind fathers statewide to buckle up.

Salt Lake City, June 18, 2015 – The Utah Department of Public Safety, law enforcement and Mr. Mac stores across the state have teamed up to bring a vital Father's Day message to all of Utah. Starting June 18th, patrons visiting Mr. Mac retail stores during the Father's Day holiday (June 18-22) may receive a special fashion accessory with a message about seat belts, courtesy of law enforcement and safety advocates.

On Thursday, June 18, 2015, at 10:30 a.m., at the Mr. Mac, City Creek store located at 36 South State Street in Salt Lake City, local law enforcement, safety advocates and management from Mr. Mac will formally present the safety campaign and share the details related to the protection of Utah's fathers.

Specially designed neckties will tell fathers, "A seat belt complements any outfit." The message also highlights that seat belts are key to a *Stress-free Style* and *Your Seat Belt Goes With Everything*. "Father's Day is a great day to tell dad you love him. One of the best ways you can truly demonstrate your love for your father is to remind him to buckle up, every trip, every time," stated Mac Christensen of Mr. Mac. "As a Utah business, we are proud to support such an important message to protect the lives of the people we love."

According to focus group studies, seat belt non-users will buckle up if a loved one asks them to do so. In 2014, there were 256 fatalities on Utah roads, and 72 of those fatalities were attributed to not wearing a seat belt. "We all want our dads around as long as possible. We urge fathers to make smart and safe decisions, and one of those decisions presents itself every time we step into a vehicle," said Colonel Danny Fuhr of the Utah Highway Patrol. "By buckling up every time he gets in a vehicle, a father can ensure his own safety and the safety of his loved ones."

Visit ClickItUtah.org for more information about the Father's Day campaign and ongoing community-based seat belt safety efforts.

During the Father's Day holiday, all Utah Mr. Mac stores will be promoting seat belt safety and distributing a reminder to buckle up.

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