

# Ads in Utah

Today we ran two ads in Utah's largest newspapers – [the Salt Lake Tribune](#) and the [Deseret News](#) – in an effort to increase pressure on Governor Gary Herbert to veto the recent legislation that lowers the legal blood-alcohol content limit from .08 to .05. The ads are below.

As a reminder, he has until March 29 to sign or veto the bill. Please help us encourage him to veto by reaching out and letting him know you oppose the bill.

## **The Office of Governor Gary R. Herbert**

350 North State Street, Suite 200  
PO Box 142220  
Salt Lake City, Utah 84114-2220  
Phone: [801-538-1000](tel:801-538-1000)  
Toll Free: [800-705-2464](tel:800-705-2464)

## **Constituent Services**

Office of Constituent Services  
Utah State Capitol  
350 North State Street, Suite 200  
PO Box 142220  
Salt Lake City, Utah 84114-2220  
Phone: [801-538-1000](tel:801-538-1000)  
Toll-free: [800-705-2464](tel:800-705-2464) (in-state only)

## **Sarah Longwell**

### **Managing Director**

### **American Beverage Institute**

1090 Vermont Avenue, NW Suite 800  
Washington, DC 20005  
[\(202\) 463-7110](tel:202-463-7110)  
[abionline.org](http://abionline.org)

See ads below.

# Utah Hospitality?

**STEP ONE: HIT THE SLOPES**



**STEP TWO: HAVE A DRINK OR TWO WITH DINNER**



**STEP THREE: GET ARRESTED DRIVING HOME**



Utah just passed a new law that could land someone in jail for as little as one drink.





*Thank  
You!*

Dear Utah,

Haven't seen you for awhile (Wyoming keeps getting between us).

Just wanted to thank you for passing the .05 BAC law. Arresting moderate social drinkers for having as little as one drink will certainly make us look more attractive to most tourists, businesses, and skiers. We know you've always been a little "quirky" when it comes to alcohol laws, but this is really out there.

Thanks for the competitive advantage!

Sincerely,

*Colorado*

Utah just passed a new law that could land someone in jail for as little as one

