



2020 PRESS RELEASE

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GROUP UNVEILS DESIGN FOR UTAH'S COMMEMORATIVE FLAG

Provo, Utah -

The Organization for a New Utah Flag (www.newutahflag.org) have officially revealed their updated design for a commemorative Utah state flag for the 2020 Legislative Session.

Incorporating feedback into the updated design, of which the previous proposal gained positive national attention in 2019, the flag continues to showcase a golden Beehive on top of an eye-catching red, white and blue pattern. The Organization has also included the representation of the five native tribes of Utah into the updated design, further enriching the symbolism and meaning of the proposed flag.

The Organization's Chair, Richard Martin, said, "We wanted to design an impressive new state flag that would meet all the criteria; that is, to be colorful, bold, simple, and unique, while honoring Utah's great history. We feel that this new design perfectly exemplifies that goal."

The proposed design tells the story of Utah and its history through seven symbolic details. The Beehive represents Utah as the "Beehive State" and the state's motto of "Industry." The largest element of the design, it makes the flag instantly identifiable as belonging to Utah. The white star represents Utah's statehood in 1896 and its place on the United States flag. The crossroad design symbolizes Utah's place as "The Crossroads of the West" with the joining of the Transcontinental Railroad at Promontory Point.

The red in the southern quadrant of the flag represents the Red Rocks of Southern Utah. The white in the east and west quadrants represents the snow capped Rocky Mountains of Utah. The blue found in the northern quadrant represents tradition and the Great Salt Lake.

Finally, the five quadrants of the flag (north, south, east, west, and center) represent the five native tribes of Utah: the Ute, Paiute, Navajo, Shoshone, and Goshute peoples.

The Organization has also released their survey results, which were acquired from citizens in Utah and across the nation. The survey, conducted in January 2020, showcased overwhelming support for the proposed design as well as a desire for Utah to pursue legislation to create a new flag.

A selection of the results provided by the Organization:

- 90.5% - Prefer the proposed design over the current flag
- 89.5% - Approve of the proposed design story & symbology for the new flag
- 87% - Approve of the proposed design as a commemorative state flag for 2021
- 86% - Do not feel pride or identify with Utah's current flag
- 30% - Don't know what Utah's current flag looks like

- 12% - Can identify all the symbols on Utah's current flag
- 5.5% - Have ever owned a Utah flag
- 4.5% - Either love or like Utah's flag
- 4% - Have ever flown the Utah flag on their business or property

The Organization is hoping to gain traction with a bill, currently in process, sponsored by Rep. Keven Stratton, R-Orem, to state legislatures in the final stretch run of the legislative session that will have the flag officially passed in the current legislation period, as Utah's official commemorative flag for the state's 125th anniversary beginning in 2021.

A commemorative flag is not without precedent. This year, Maine is celebrating their sesquicentennial with a commemorative flag that has received large public support from its citizens, while Illinois and Texas have also implemented commemorative flag designs to celebrate statehood as well.

"We believe that this design will definitely put us amongst the best flags in America," Martin says. "It is a design worthy of Utah."

To view the proposed design, and learn more about the Organization for a New Utah Flag's efforts, visit www.newutahflag.org.

