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**FOR IMMEDIATE RELEASE
NEWS ADVISORY
JULY 28, 2004**

Teens Teach “No Fumo” At El Pueblo’s Youth Leadership Retreat

(Efland, NC) – Ninety Latino youth from across the state will come together this weekend at Camp Chestnut Ridge in Orange County to participate in the second annual *No Fumo* Youth Leadership Retreat. The goal of the retreat is to increase knowledge about the dangers of tobacco use in the Latino community and encourage youth to take action to make their communities healthier, safer places for themselves, their families and their peers.

During the three-day retreat, previous graduates from the program will conduct workshops entitled *Tobacco 101*, *How to Quit Smoking*, *Tobacco in the Media*, and *How to Bring About Change*. Dr. Nolo Martinez of El Pueblo and Ms. Ilana Dubester of Hispanics in Philanthropy will give the keynote address on Saturday afternoon.

Sponsored by the non-profit El Pueblo, Inc. with a grant from the NC Health and Wellness Trust Fund, *No Fumo* is a three-year initiative to prevent the usage of tobacco and increase cessation among Latino youth in North Carolina.

Interview and Photo Opportunities:

Saturday, July 31, 11 a.m. – 2 p.m.
Camp Chestnut Ridge
4300 Camp Chestnut Ridge Road, Efland, NC
Contact: Chris Shigas (919) 235-8115 to schedule interviews

ABOUT EL PUEBLO, INC:

Since 1994, El Pueblo has become a leading Latino organization, and the only statewide non-profit agency dedicated to strengthening the NC Latino community. El Pueblo reaches its mission through programs that are organized by and for the community and include: leadership development, civic participation, health, youth, culture, advocacy, education, and training.

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$55 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.hwtfc.org.

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