



FOR IMMEDIATE RELEASE
NEWS ADVISORY
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TOBACCO PREVENTION BLOCK PARTY OFFERS TEENS THE CHANCE TO BE “BUTT KICKING” TV STARS

TRU ROAD TRIP TEAMS WITH STATE GAMES FOR RALLY AND TV SHOOT ON JUNE 25

(Winston-Salem, NC) – Hundreds of teens will put their best foot forward at a “butt kicking” block party to support 100% Tobacco Free Schools policies on Friday, June 25 from 2 to 7 p.m. in the parking lot of Winston-Salem’s Lawrence Joel Veterans Memorial Coliseum prior to the Opening Ceremonies of the State Games of North Carolina. As part of the festivities, teens will have an opportunity to appear in new television spots produced by the Tobacco. Reality. Unfiltered. (TRU) teen tobacco-use prevention campaign.

Bus loads of teens will arrive from all over North Carolina to join Triad youths at the block party, which will include step-shows, garage bands, tobacco-use prevention exhibits, prizes, and speeches by teen advocates encouraging young people to live tobacco free. Television crews will capture teen testimonials on the harm caused by tobacco as part of the TRU Road Trip, a six-city tour of North Carolina designed to gather material for new television spots that will air in the fall.

The NC Health and Wellness Trust Fund (HWTF) sponsors TRU, the state’s teen tobacco use prevention and cessation initiative. HWTF also funds the tobacco prevention program of the State Games of North Carolina. These groups have teamed up to host what organizers project may be one of North Carolina’s largest teen tobacco-use prevention events this year.

Organizers hope the block party leads to greater awareness of and support for 100% Tobacco-Free School (TFS) policies, which prohibit smoking anytime, anywhere on public school grounds. In the Triad area, only Guilford County has a 100% TFS policy. Davidson, Davie, Forsyth and Randolph are not yet 100% TFS on a county-wide basis.

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“The dangers of tobacco use are impossible to ignore,” said Lt. Gov. Perdue, HWTF chairperson, during a press conference in Raleigh on Thursday morning to announce the TRU Road Trip and the TFS Block Party. “We need to get tobacco products out of our children’s reach and out of our schools.”

Teen tobacco-use prevention advocates from the following counties plan to attend the TFS Block Party and TRU Road Trip TV shoot on June 25:

- Alamance County
- Buncombe County
- Durham County
- Hoke, Moore, Montgomery and Richmond Counties (FirstHealth of the Carolinas)
- Guilford County
- Halifax County
- Orange County
- Surry County

ABOUT THE TRU ROAD TRIP:

The TRU Road Trip takes its thought provoking teen tobacco-use prevention exhibits and TV production to six NC cities this summer:

- Winston-Salem (June 25, 2 - 7 p.m. at the State Games TRU Block Party in the Fairgrounds area of the Lawrence Joel Veterans Memorial Coliseum)
- Kinston (July 9, 5:30 - 8 p.m. at the Kinston Indians baseball game outside Grangier Stadium)
- Durham (July 17, 3 - 6 p.m. at the American Tobacco Historic District)
- Fayetteville (July 24, 1 - 4 p.m. at Cross Creek Mall)
- Wilmington (July 30, Legion Stadium, Wilmington Sharks baseball game)
- (Time TBD)
- Hickory (August 27, L.P. Frans Stadium, Hickory Crawdads baseball game)
- (Time TBD)

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.

ABOUT STATE GAMES OF NORTH CAROLINA:

The State Games of North Carolina is an annual Olympic-style sports festival, open to citizens of all ages and skill levels since 1986. Each June, more than 12,000 North Carolinians representing 97 of 100 counties compete in 23 different youth and adult sports with gold, silver, and bronze medals awarded for outstanding achievement. State Games enriches families and communities statewide; promotes the spirit of the Olympic Movement, physical fitness, and health; and advocates personal development through commitment to organized athletics, tobacco-free and drug-free lifestyles, academic excellence, and good sportsmanship.

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