
FOR IMMEDIATE RELEASE
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ATTENTION: NEWS DIRECTORS/ASSIGNMENT EDITORS/Writers/REPORTERS

ROAD TRIP OFFERS TEENS THE CHANCE TO BE “BUTT-KICKING” TV STARS

TOBACCO-USE PREVENTION CAMPAIGN COMING TO A TOWN NEAR YOU WITH PROVOCATIVE EXHIBITS AND TV CREW

Raleigh, NC – In a historic first, North Carolina’s statewide teen tobacco-use prevention campaign is hitting the road and inviting young people all over the state to become the “butt-kicking” stars of a new series of television commercials.

The NC Health and Wellness Trust Fund (HWTF) announced today at a news conference that its TRU (Tobacco. Reality. Unfiltered) campaign will travel to six locations across North Carolina in June, July and August. Each stop along the TRU Road Trip will feature thought provoking exhibits on the dangers of tobacco use, information on TRU grant programs, opportunities to win prizes and a TV crew that will gather footage for a new round of commercials to launch in the fall.

“Preliminary research indicates that our teen tobacco prevention campaign is reaching and influencing more kids than ever before,” said Lt. Gov. Beverly Perdue, HWTF chairperson. “When we launched the first TRU TV campaign in April, hits to the TRU Web site, www.realityunfiltered.com, soared about 140 percent above the previous high mark. It’s a sign that we’re on the right track and should keep moving forward. With the TRU Road Trip, we can potentially involve more North Carolina teens in the tobacco-use prevention campaign than ever before.”

The TRU Road Trip takes the teen tobacco-use prevention message to six cities:

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

In the spring of 2004, HWTF launched the state’s first teen tobacco-use prevention TV campaign. It was based on research that showed that the strongest way to spread the

teen tobacco-use prevention message is to feature teens relaying facts and personal stories about the harm they or a family member had suffered as a result of tobacco use

The TRU Road Trip stays true to that research while introducing a new level of energy and teen participation at the local level. At each tour stop, teen visitors will have an opportunity to offer testimonials about the dangers of tobacco use. Visitors will also hear stories from people who are now living with the debilitating affects of tobacco-related diseases.

The local community tobacco-use prevention programs that receive grants from the HWTF are the cornerstones of the TRU campaign. At each TRU Road Trip stop, visitors will receive information about local programs. Teens will also have an opportunity to win prizes, including tickets to the T.J. Maxx Tour of World Gymnastics Champions, T-shirts and other goodies.

Summer is a particularly appropriate season in which to launch the road trip. First-time cigarette use increases during the summer, according to the 2004 National Survey on Drug Use and Health.

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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