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

TOBACCO PREVENTION EVENT OFFERS WILMINGTON TEENS THE CHANCE TO BE “BUTT-KICKING” TV STARS

TRU ROAD TRIP TEAMS WITH WILMINGTON SHARKS FOR TV SHOOT ON JULY 30

(Wilmington, NC) – Wilmington-area teens will have a chance to star in a new series of teen tobacco use prevention television spots when the Tobacco. Reality. Unfiltered. (TRU) Road Trip comes to town on Friday, July 30, from 5:30 to 8 p.m. in the parking lot just outside the Legion Stadium gates.

TRU, the state’s teen tobacco cessation initiative sponsored by the NC Health and Wellness Trust Fund (HWTF), is teaming up with the Wilmington Sharks and southeastern North Carolina health advocates to host a night free of secondhand smoke and spit tobacco. This event will also include prizes, messages promoting good health and even an opportunity to become a TV star.

The Road Trip is traveling to seven North Carolina cities and towns this summer, carrying with it thought-provoking exhibits on the dangers of tobacco use and a television crew gathering teen testimonials for new television spots that will air statewide in the fall. Visitors will also have a chance to win prizes, including cool clothes and tickets to Carolina Hurricanes games and the TJ Maxx 2004 Tour of Gymnastics Champions.

Teens from New Hanover, Pender, Onslow, and Columbus counties are scheduled to join Wilmington-area youths at the baseball game and TRU Road Trip festivities.

Specific youth groups include:

- New Hanover County’s American Stop Smoking Intervention Study (ASSIST)
- Question Why? East Youth Empowerment Center
- S.A.V.E. Survivors
- Coastal Horizons Center

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TRU Road Trip and Wilmington Sharks/Page 2

The TRU Road Trip will also distribute materials encouraging the adoption of 100% Tobacco Free School (TFS) policies, which prohibit smoking anytime, anywhere on public school grounds. In the Wilmington area, New Hanover, Carteret, Onslow and Pender counties have a 100% TFS policy. Brunswick County schools are not yet 100% tobacco free on a county-wide basis.

“The dangers of tobacco use are impossible to ignore,” said Lt. Gov. Beverly Perdue, HWTF chairperson, during a June press conference in Raleigh announcing the TRU Road Trip. “We need to get tobacco products out of our children’s reach and out of our schools.” Lt. Gov. Perdue noted that when the first TRU TV campaign launched in April, visits to the campaign’s Web site, www.realityunfiltered.com, shot up 140 percent from the site’s previous high mark and that traffic has remained higher in 2004 than in 2003. “Teens are definitely interested,” Lt. Gov. Perdue said. “Now is the time to act.”

The TRU Road Trip’s schedule as it continues to trek through North Carolina is as follows (with upcoming dates in bold):

- Raleigh (June 24, 9 - 10 a.m. at Halifax Mall)
- 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. outside Grainger Stadium, Kinston Indians baseball game)
- 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, 5:30 - 8 p.m., outside Legion Stadium, Wilmington Sharks baseball game)**
- Hickory (August 27, 5:30 - 8 p.m., L.P. Frans Stadium, Hickory Crawdads baseball game)

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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