

**FOR IMMEDIATE RELEASE
NEWS ADVISORY
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TOBACCO PREVENTION ‘ROAD TRIP’ TO OFFER TEENS A CHANCE TO BE “BUTT KICKING” TV STARS

INNOVATIVE “TRU ROAD TRIP” TO BE UNVEILED AT GENERAL ASSEMBLY ON JUNE 24

(Raleigh, NC) — Teens, health advocates and state leaders led by Lt. Gov. Beverly Perdue will announce the kick-off of the first-ever TRU Road Trip on **Thursday, June 24**, at **Halifax Mall** outside the **General Assembly** from **9:30 to 10:30 a.m.**

TRU stands for Tobacco. Reality. Unfiltered., the name given to the state’s teen tobacco-use prevention campaign by the hundreds of young people involved. The TRU campaign is sponsored by the NC Health and Wellness Trust Fund (HWTF). Beginning on June 25, the TRU Road Trip will travel to six locations across North Carolina throughout the summer with thought-provoking exhibits and a TV crew in tow. The objectives are to take the tobacco prevention message to teens in their hometowns, to get even more teens involved in the TRU movement and to get footage for new tobacco prevention TV spots for the fall.

Location stops for the TRU Road Trip will be unveiled at the kick-off event, along with the exhibits and the TRU Road Trip caravan. Teens on hand will be able to offer testimonials before a TRU camera crew.

Also at the event:

- Lt. Gov. Perdue, HWTF chairperson, will announce new evidence of TRU’s effectiveness to date.
- Teens on hand from Wake and Durham counties will be able to offer testimonials for the TRU camera crew.
- A survivor of tobacco-related throat cancer will tell her harrowing, yet inspiring tale.
- Anthony Chavis, a teenage national tobacco-use prevention spokesperson from Greensboro, will speak about the importance of growing up tobacco-free.
- A teen band will perform its tobacco prevention anthem.

Halifax Mall is located behind the General Assembly main building, across the pedestrian bridge and between the state government office buildings.