

FOR IMMEDIATE RELEASE
Aug. 19, 2004

ELKIN HIGH SCHOOL TEENS TO HOST TAILGATE PARTY AND RALLY

Event Will Promote Adoption of Tobacco-Free School Policy

(ELKIN, NC) – Teen tobacco prevention advocates invite the community to attend the Tobacco Free Schools Rally and Tailgate Party on Friday, Aug. 20, from 6 to 7:30 p.m. in the parking lot adjacent to the Elkin High School football stadium.

The event is designed to garner support in the Elkin City Schools for the enactment of a 100% Tobacco Free School (TFS) policy, which would prohibit tobacco use on school grounds and at any school function at anytime by anyone. Students and parents who attend the event will get dinner and have an opportunity to win prizes. They will also be encouraged to sign a TFS banner, which teens plan to present to the Elkin City school board in September. In the past decade, 40 of North Carolina's 115 school systems have adopted a TFS policy.

"The tailgate party and rally is a kick-off for many other TFS events planned for the school year," said Mike Callaway, TFS coordinator with the Surry County Health and Nutrition Center. "We hope educate everyone on the dangers of tobacco and how it impacts our children's education."

The rally is part of the broader TRU (Tobacco. Reality. Unfiltered.) media campaign, which is part of the state's teen tobacco use prevention and cessation initiative funded by the NC Health and Wellness Trust Fund. For more information on TRU, please visit www.realityunfiltered.com.

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 seniors. For more information, please visit www.hwtfc.org.

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