



TOBACCO REALITY UNFILTERED

NC Health & Wellness Trust Fund Commission

NC'S FIRST EVER TOBACCO-PREVENTION TV CAMPAIGN LAUNCHES MONDAY, APRIL 19

RADIO, WEB ALSO PLAY ROLE IN INTEGRATED 'TRU' TV CAMPAIGN FOR TEENS BY TEENS

Raleigh, N.C. (April 19, 2004) – North Carolina's first ever tobacco-prevention television campaign is set to launch statewide on Monday, April 19, on networks and programs targeted to teenagers. Under the banner of TRU TV (short for Tobacco Reality Unfiltered), the campaign features young people offering North Carolina-focused facts about the dangers of tobacco use as well as personal testimonials to tobacco's destructive potential.

The campaign launch also includes radio spots and the debut of a new Web site (www.realityunfiltered.com) that will include video clips of TRU teen advocates from around the state offering testimonials in the form of skits, songs and raps. The Web site also provides resources to help teens learn more about tobacco-prevention, including ways to quit smoking if they've started.

TRU TV will run through the spring and early summer on youth-focused networks such as MTV, BET, FOX, UPN and the WB. Spanish-language TRU TV spots will run on Univision WUVC. The campaign is sponsored by the N.C. Health & Wellness Trust Fund Commission (HWTFC).

"The dangers of tobacco use are impossible to ignore," said Lt. Gov. Beverly Perdue, who chairs HWTFC. "We need to get tobacco products away from our children and out of our schools."

Some important tobacco facts:

- Everyday, about 3,000 teens in America start smoking. Of those, approximately one in three will die of a smoking related disease.
- Approximately 36 percent of high school students in North Carolina smoke.
- Smoking is North Carolina's leading preventable cause of death.
- Health care professionals estimate that North Carolina spends up to \$4 billion each year to treat people with smoking-related illnesses and cover the tab for lost productivity.

ABOUT THE N.C. HEALTH & WELLNESS TRUST FUND COMMISSION:

The N.C. Health & Wellness Trust Fund Commission 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, HWTFC has invested \$43 million to support preventive health initiatives and \$90 million to fund a prescription drug assistance program. For more information on how preventive health is good for our lives and good for our wallets, please visit www.hwtfc.org.

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