

FOR IMMEDIATE RELEASE

July 28, 2004

HWTF Hires Durham Media Firm

(Raleigh, NC) – The NC Health and Wellness Trust Fund (HWTF) has awarded a contract to Webb Patterson Communications (WPC) to assist in the development and promotion of the state's teen tobacco use prevention and cessation initiative to minority youth.

Headquartered in Durham, WPC will serve as the minority outreach coordinator for this statewide initiative. The firm will help HWTF reach out to young people from diverse communities across the state to talk to them about the dangers of tobacco use.

"We are excited about having Webb Patterson on our team," said Alison K. McLaurin, director of marketing and public affairs at HWTF. "They will play an important role towards realizing our mission of making our children's lives tobacco free."

WPC will be working with HWTF teen tobacco grantees, especially the Old North State Medical Society, the General Baptist State Convention, El Pueblo and the North Carolina Commission on Indian Affairs. In addition, WPC will work closely with Tobacco. Reality. Unfiltered. (TRU), the state's teen tobacco prevention and cessation media campaign, funded by HWTF, which includes peer-to-peer advocacy with grassroots interaction to television, radio and internet communication.

This summer, the TRU Road Trip is traveling to seven cities and towns in North Carolina, taking with it exhibits on the dangers of tobacco use, information on TRU programs, prizes and a TV crew to gather teen testimonials that will be used as footage for a new round of television spots to launch in the fall.

"We are proud to be working on this important initiative to educate North Carolina's young people on the dangers of tobacco use," said Carl Webb, president and COO of Webb Patterson. "HWTF recognizes the diversity of North Carolina and has taken the correct approach to reach those diverse audiences."

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.

ABOUT WEBB PATTERSON COMMUNICATIONS, INC.:

Webb Patterson Communications, Inc., provides integrated communications strategies including: strategic planning, public relations, employee relations, media relations, creative development of print, radio and television, market research, media planning and placement. The firm is located at 112 West Parrish Street in Durham, NC and can be contacted at (919) 680-6111 or visit www.webbpatterson.com.

###