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HWTF Honors Eastern North Carolina Community Champion with 2005 *Distinguished Service Award in Preventive Health*

Carr Ipock receives *Public Policy Award*

RALEIGH, NC – Proven and innovative approaches make preventive health a priority. It is this kind of commitment that has earned Carr Ipock of New Bern the NC Health and Wellness Trust Fund's (HWTF) inaugural *Distinguished Service Award in Preventive Health*. Lt. Gov. Beverly Perdue, who serves as HWTF chair, presented Ipock with the *Public Policy Award (East)* on Dec. 6 at the McKimmon Center in Raleigh.

"Carr has arguably been one of the most consistent and passionate advocates for the 100% TFS Tobacco-Free Schools (100% TFS) Policy," said Lt. Gov. Perdue. "He has helped spread the message far and wide about the benefits of 100% TFS. We appreciate his dedication and passion to keep this movement alive in eastern North Carolina."

Ipock, a native of Craven County and a retired engineer with Weyerhaeuser Company, is chair of the Craven County Board of Education. He has served four terms on the Craven County Board of Education and has been the Board's chair for 11 years. He is a former chair of the Craven Evaluation and Training Center in New Bern and has been honored by the NC School Boards Association for his dedication to North Carolina's public schools.

Using his position to offer his testimony to other educators, Ipock has spoken to other school board members about the advantages of being tobacco-free. He has also extended his message directly to young people by joining Lt. Gov. Perdue in addressing hundreds of high school student advocates at the Question Why-East Regional Youth Summit in New Bern last March.

The new *Distinguished Service in Preventive Health Awards* were created to recognize North Carolina's top community leaders who have demonstrated a tireless commitment to the health and wellness of North Carolina's residents. These recipients represent various professions including education, government, medicine, business and philanthropy. This year, 11 individuals from across the state received this high honor from Lt. Gov. Perdue and the HWTF.

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 invests in programs and partnerships related to teen tobacco use, prescription drugs, childhood obesity and health disparities. For more information, please visit www.HealthWellNC.com.

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