

**MEDIA ADVISORY**

**July 10, 2006**

**FOR IMMEDIATE RELEASE**

**DURHAM YOUTH TO BE HONORED AT GENERAL ASSEMBLY FOR  
RECEIVING NC'S FIRST NATIONAL TOBACCO PREVENTION AWARD**  
*HWTF Chair Lt. Governor Bev Perdue, Sen. Robert Atwater and Sen. Jeanne Lucas to  
Present Chad Bullock with Plaque*

**(RALEIGH)** — Durham teen tobacco prevention youth advocate Chad Bullock will be honored by NC Health and Wellness Trust Fund (HWTF) Chair Lt. Gov. Bev Perdue, and Durham Senators Robert Atwater (D) and Jeanne Lucas (D) for receiving the Campaign for Tobacco-Free Kids' 2006 Youth Advocates of the Year (South Region) award. Bullock is the first winner from North Carolina selected for this national award.

Bullock, 17, was one of four regional winners honored at a gala in Washington, DC on May 10. He works with the HWTF grantee, Question Why Youth Empowerment Center, in their statewide teen tobacco use prevention efforts.

Bullock led a project opposing Brown & Williamson's Kool Mixx marketing campaign, which utilized hip-hop images and music to market cigarettes, Bullock collaborated with the National African American Tobacco Prevention Network and other youth advocates to collect examples of Kool advertisements and promotions, documenting possible tobacco settlement violations. Most recently, he worked with the Durham Bulls management to help lead efforts for the stadium to go smoke-free. This is the first season smoke-free baseball season at the Durham Athletic Park.

The Campaign for Tobacco-Free Kids is one of the nation's largest non-governmental initiatives ever launched to protect children from tobacco addiction and exposures to secondhand smoke. The 2006 Youth Advocates of the Year Awards is an annual competition that honors young people who have made outstanding contributions to tobacco prevention. The youth advocates will receive educational scholarships and grants to continue their tobacco prevention efforts and serve as ambassadors for the Campaign.

**WHO:** HWTF Chair Lt. Gov Bev Perdue, Sen. Robert Atwater and Sen. Jeanne Lucas

**WHAT:** Durham teen Chad Bullock will be recognized for receiving NC's first national teen tobacco prevention youth advocate award.

**WHEN:** Tuesday, July 11 at 1:45 p.m. **Bullock also will be honored during session.**

**WHERE:** Lt. Gov. Perdue, Sen. Atwater and Sen. Lucas will present Bullock with a plaque in room 2104 of the Legislative Building prior to session.

**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 \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit [www.HealthWellNC.com](http://www.HealthWellNC.com)

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