



FOR IMMEDIATE RELEASE

Sept. 20, 2005

Score!
TOBACCO-FREE SCHOOLS TOUCHDOWN TOUR TO KICK OFF IN ASHEVILLE

Lt. Gov. Beverly Perdue Heads to Asheville High School to Announce Fall Football Campaign

(ASHEVILLE, NC) – “Give me a T!” “Give me a F!” “Give me a S!” High School football season is about to get even more exciting as the state’s first-ever 100% Tobacco Free Schools (TFS) Touchdown Tour prepares to barnstorm the state. Lt. Gov. Beverly Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), will kick-off the tour at a pep rally, set for **Sept. 22 at 3 p.m.** in the **Asheville High School auditorium**.

The 100% TFS Touchdown Tour, which is funded by HWTF, is a traveling pep rally and educational exhibit that is scheduled to roll into 100% TFS schools across North Carolina this fall during Friday night football games. A video crew will also be in tow, shooting video testimonials from teens and adults who will explain “Why it’s cool to attend a 100% Tobacco-Free School!”

A 100% TFS policy prohibits tobacco use on campus anytime, anywhere. Six years ago, only seven schools districts in North Carolina were tobacco-free. Today, 62 schools across the state have adopted the policy.

At the kick-off pep rally, Lt. Gov. Perdue will also unveil a **new 100% TFS Web site** that provides North Carolinians with information on what a TFS school is, why a 100% TFS policy is important and exactly which schools are 100% tobacco free.

“This summer, more than 300 HWTF grantees, teens, and health care advocates attended our 100% TFS Halfway Point Celebration that was held at the State Capitol,” said Lt. Gov. Perdue. “The 100% TFS Touchdown Tour continues the momentum of that wonderful day and will be an exciting and fun opportunity for us to promote the 100% TFS policy.”

Lt. Gov. Perdue noted that she hopes the tour will encourage school districts that are not 100% tobacco-free (53 at the moment) to adopt the policy and “team up for a tobacco-free generation.” The tour goes to Butler High School in Matthews on Sept. 23 and will return to Asheville High School on Oct. 7.

WHO: **Lt. Gov. Beverly Perdue**, HWTF chair; **Judd Porter**, Asheville High School principal; **Mr. Robert Logan**, Asheville City Schools superintendent; **Laurel Ashton**, teen tobacco use prevention advocate; the **Asheville High School Pep Band and Cheerleaders**, and **Mr. Ciggy Butts**, a tobacco prevention mascot.

WHAT: 100% Tobacco-Free Schools Touchdown Tour Statewide Kick-off and Pep Rally

WHERE: **Asheville High School Auditorium at 419 McDowell St.**

WHEN: Sept. 22, 2005 at 3 p.m.

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TOUR STOPS: The 100% TFS Touchdown Tour takes the teen tobacco-use prevention message to six cities:

- **Matthews** (Sept. 23, from 5 p.m. - 8 p.m.; Butler High School, 1810 Matthews-Mint Hill Rd.; in the soccer field in front of the stadium)
- **Gatesville** (Sept. 30, from 5:30 p.m. - 8:30 p.m.; Gates Sr. High School, 88 US Hwy 158 West)
- **Asheville** (Oct. 7, from 5:30 p.m. - 8:30 p.m.; Asheville High School, 419 McDowell St.)
- **Wilmington** (Oct. 14, from 5:30 p.m. - 8:30 p.m.; E.A. Laney High School, 2700 N. College Rd.)
- **Greensboro** (Oct. 21, from 5:30 p.m. -8:30 p.m.; Page High School, 201 Alma Pinnix Dr.)
- **Durham** (Oct. 28, from 5:30 p.m. -8:30 p.m.; Riverside High School, 3218 Rose of Sharon Rd.)

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND

The NC Health and Wellness Trust Fund (HWTF) 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.hwtfc.org.

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