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FOR IMMEDIATE RELEASE

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HUNDREDS OF TEENS WILL RALLY TO BE SMOKE-FREE!

LT. GOV. BEV PERDUE LEADS PEP RALLY TO LAUNCH YOUTH CAMPAIGN AND UNVEIL MEDIA CAMPAIGN SUCCESSSES

RALEIGH, NC – Southeast Raleigh Magnet High School's Bulldogs are making history! At a special assembly, Lt. Gov. Bev Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), will kick off the first-ever youth recruitment campaign created to attract over 5,000 teens to join Tobacco Reality Unfiltered (TRU), the state's teen tobacco-use prevention movement. The assembly will be held in the school's auditorium on **Thursday, Sept. 6 at 1:30 p.m.**

More than 200 high school students from Southeast's healthful living classes will be the first to learn about the new recruitment campaign and to register to become members of the statewide TRU Team. Lt. Gov. Perdue will announce the recruitment campaign's objectives, theme and potential prizes for teens that recruit the largest numbers of their peers to the movement. She will also launch the recruitment campaign's new web site (www.realityunfiltered.com) and collateral materials. The school's pep band and "Ciggy Butts," a tobacco-use prevention mascot, are among the participants that will both educate and excite the teens about joining the campaign.

At the assembly, Lt. Gov. Perdue will also unveil new evaluation findings that demonstrate the dramatic progress that has been made in the state as a result of the state's first teen tobacco use prevention media campaign, funded by HWTF. Research has shown that TRU's TV commercials have been highly effective in discouraging youth tobacco use in and that there is increasing awareness of this statewide campaign among the target population. The University of North Carolina at Chapel Hill's School of Medicine conducts the research and provides a yearly analysis of TRU's media campaign.

Who: Lt. Gov. Bev Perdue, HWTF chair
Howard Lee, chairman of the North Carolina State Board of Education
Beulah Wright, principal of Southeast Raleigh Magnet High School
Jessica Moore, Southeast Raleigh Magnet High School's student government president

What: TRU Recruitment Campaign pep rally and unveiling of media campaign successes

When: Thursday, Sept. 6, 2007, 1:30 p.m. to 2:15 p.m.

Where: Southeast Raleigh Magnet High School's auditorium
2600 Rock Quarry Road Raleigh, NC 27610

MEDIA NOTE: *Media must check in at the main office before proceeding to the auditorium. Please arrive no later than 1:15 p.m.*

ABOUT TRU:

Tobacco. Reality. Unfiltered., commonly known as **TRU**, uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade youth from using tobacco. Funded at \$65 million from HWTF, this grassroots initiative includes the **TRU** media campaign, as well as a grant programs to organizations working in all 100 counties to reduce teen tobacco use. To find out more about **TRU**, please visit www.realityunfiltered.com.

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:

The NC Health and Wellness Trust Fund was created by the General Assembly in 2000 to allocate a portion of NC's share of the national tobacco settlement, HWTF has invested \$143 million to support preventive health initiatives and \$102 million to fund prescription drug assistance programs. For more information, please visit www.HealthWellNC.com.

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