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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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HWTF CHAIR LT. GOV. BEV PERDUE TO UNVEIL HISTORIC RESULTS ABOUT TEEN SMOKING RATES IN NORTH CAROLINA

(CHARLOTTE, NC) – Lt. Gov. Bev Perdue, NC Health and Wellness Trust Fund (HWTF) chair, will join public health leaders, teen tobacco use prevention advocates and state and local officials at **Carolinas Medical Center** on **Tuesday, Feb. 28** at **11 a.m.** to unveil results from the 2005 NC Youth Tobacco Survey (YTS).

YTS, administered by the NC Tobacco Prevention and Control Branch, is the state's definitive study that tracks tobacco use among middle school and high school students. The information collected from the survey is used to develop tobacco use prevention programs specifically targeted to young people.

More than 6,000 middle and high schools students from 177 schools within 79 school districts participated in the survey. The response rate was one of the highest in the nation.

WHO: HWTF, NC Tobacco Prevention and Control Branch, elected officials, public health officials and tobacco use prevention advocates with:

- Carolinas Medical Center
- Mecklenburg County Health Department
- NC Department of Health and Human Services

WHAT: News conference and Q&A.

WHEN: Feb. 28 from 11 a.m. to 11:30 a.m.

WHERE: Carolinas Medical Center is located at 1000 Blythe Blvd. in Charlotte. The news conference will be held in the Carolinas Heart Institute Board Room. **Media vehicles are free to park curbside adjacent to the entrance to the children's emergency department.**

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.HealthWellNC.com.

ABOUT TRU:

Tobacco. Reality. Unfiltered., commonly known as **TRU**, is North Carolina's first-ever statewide youth tobacco prevention multi-media campaign that uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade young people from using tobacco. This campaign is part of the NC Health and Wellness Trust Fund's (HWTF) teen tobacco use prevention initiative. Funded at \$28 million from HWTF, this grassroots initiative includes the **TRU** media campaign, as well as a grant program including 70 grants (50 community-based grants, 4 statewide grants and 16 tobacco free school mini-grants) to a total of 55 organizations. To find out more about **TRU**, please visit www.realityunfiltered.com.

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