

MEDIA ADVISORY

APRIL 14, 2008

North Carolina Teen Smoking Rates Hit Historic Lows

HWTF Chair Lt. Gov. Bev Perdue to announce new Youth Tobacco Survey data

DURHAM, NC – North Carolina teens are making history. Lt. Gov. Bev Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), will announce Tuesday that teen smoking rates are at an all-time low in North Carolina. The results are from the 2007 North Carolina Youth Tobacco Survey (NC YTS). HWTF Chair Perdue will make the announcement at C.E. Jordan High School in Durham.

She'll also announce another reason to celebrate. The Tobacco.Reality.Unfiltered. (TRU) recruitment campaign is two months ahead of schedule in achieving its goal of enlisting 5,000 young people across North Carolina to pledge to be tobacco-free. The current count can be viewed on the TRU Web site: www.realityunfiltered.com.

Who: **Lt. Gov. Bev Perdue**, HWTF chair
Richard Webber, C.E. Jordan High School principal
Marcus Plescia, Chief, Chronic Disease and Injury Section, NC DHHS
Local high school students

What: **2007 Youth Tobacco Survey Results**

When: **Tuesday, April 15, 2008, 9:30 a.m.**

Where: **C.E. Jordan High School**
6806 Garrett Rd.
Durham, NC

MEDIA NOTE: *Media must check in at the main office before proceeding to the auditorium. Please arrive no later than 9:15 a.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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