



Lake County General Health District

NEWS RELEASE
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CONTACT: Cathy Bevan, (440) 487-0368
LAKE COUNTY GENERAL HEALTH DISTRICT

KIDS KICK BUTTS AND STAND UP AGAINST BIG TOBACCO ON KICK BUTTS DAY

The Lake Geauga Ashtabula Tobacco Prevention Coalition (LGATPC) will hold a Kick Butts Day (KBD) community event to celebrate at the Salvation Army of Lake County located at 69 Pearl Street in Painesville, Ohio 44077 on Wednesday, March 18, 2015 from 6:00 p.m. to 8:00 p.m. The Lake County Salvation Army **stand** group will be providing activities around the theme “What is your 10 Minutes?” to highlight the fact that tobacco cravings typically go away after 10 minutes and encourage smokers to kick the habit. Kids will also be encouraged to stay tobacco-free with the opportunity to take selfies that can be posted on LGATPC’s Facebook site to let tobacco companies know that they are “Not a Replacement” for the estimated 443,000 people that die prematurely from smoking or exposure to secondhand smoke every year.

Other KBD activities sponsored by LGATPC include KBD trivia and prizes, as well as the “Not a Replacement” selfie campaign during the youth league at Jefferson Lanes Bowling Alley located at 2170 OH-46, Jefferson, Ohio 44047 on Saturday, March 14, 2015 from 10:00 a.m. to 1:00 p.m. which will then be repeated at Jefferson High School for their students during lunch on March 18, 2015. Youth-Led Prevention groups at Chardon Middle and High Schools will be participating in the “Not a Replacement” selfie campaign.

KBD is a national day of activism that empowers youth to stand out, speak up, and seize control against Big Tobacco. KBD is organized by the Campaign for Tobacco-Free Kids with the first KBD being held in 1996. While KBD is officially held on one day each year, the hope is that every day will be a Kick Butts Day in the fight against tobacco. The Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. The vision of Campaign for Tobacco Free Kids is “A future free of the death and disease caused by tobacco.” More information can be found on their website at <http://www.kickbuttsday.org/about/>.

stand is a youth-led campaign that relies on young voices to lead and carry the anti-tobacco brand messaging across both traditional and non-traditional marketing channels using different promotional methods to reinforce each other.

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