



MEDIA ALERT

March 11, 2009

IMAGINE.....BELIEVE.....ACHIEVE A TOBACCO-FREE COMMUNITY

More than 570,000 New York residents suffer from a serious smoking caused disease which costs NYS over \$22.4 million per day. Smoking takes its toll on everyone, whether they use tobacco or not. Legislators, community advocates, business leaders, and youth activists will join The Capital District Tobacco-Free Coalition to honor the champions who have committed to make the Capital District a safer, healthier place to live by reducing point of purchase tobacco advertising, ensuring smoke-free housing, schools, parks, playgrounds and communities.

WHAT: Awards Ceremony and Light Buffet Dinner

WHO: Price Chopper Supermarkets: Recipient of the Corporate Champion Award

Town of Niskayuna: Recipient of the Community Champion Award

Dr. Jeffrey Willet, Director of the Tobacco Control Program, New York State Department of Health: Featured Speaker

WHERE: The Albany Marriott
189 Wolf Road, Albany, NY

WHEN: Wednesday, March 25th (KICK BUTTS DAY)
6:00 pm to 8:00 pm

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Judy Rightmyer, Capital District Tobacco-Free Coalition, Director 233-1106 (office) 810-5316 (cell)

The Capital District Tobacco-Free Coalition, Reality Check Youth Action, the Tobacco-Free Healthy Schools Program and, Center for Smoking Cessation at Seton Health are all grant funded programs from the NYS Bureau of Tobacco Use Prevention and Control. The Capital District Tobacco-Free Coalition is a non-profit partnership of people and organizations from Albany, Rensselaer and Schenectady counties working to decrease the social acceptability of tobacco use, eliminate exposure to secondhand smoke, promote cessation and prevent the initiation of tobacco use among youth and young adults. For more information on the Coalition and their programs, go to www.SmokeFreeCapital.org.

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