



Capital District **Tobacco-Free Coalition**

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## **MEDIA ALERT**

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**FOR IMMEDIATE RELEASE**

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### **Brunswick students to team up with Rick Stoddard, anti-tobacco crusader, on Kick Butts Day**

- WHAT:** Wednesday, March 24 is “Kick Butts Day”, a national day of activism that empowers youth to speak up and take action against the tobacco industry. On this day, students from Brunswick/Brittonkill Central School District (BCSD) will do just that as they enlist the help of Rick Stoddard to create a hard-hitting commercial aimed at educating students and faculty about the dangers of smoking, the manipulative tactics of the tobacco industry and the district’s new comprehensive tobacco policy. Rick Stoddard, who has criss-crossed the country in his crusade to reach youth and adults with his anti-tobacco message, will bring his story to the school communities in Brunswick and Watervliet. He will also be the featured speaker at the 2010 Tobacco-Free Champions Awards Dinner at which the BCSD will be honored as the 2010 School Champion. The Capital District Tobacco-Free Coalition, Tobacco-Free Healthy Schools, Reality Check and the Center for Smoking Cessation at Seton Health are co-sponsoring the day’s events.
- WHY:** Despite notable declines in the smoking rate, tobacco use continues to be the single most preventable cause of premature death in the U.S. More than 570,000 New York residents suffer from a serious smoking caused disease which costs NYS over \$22.4 million per day. According to the latest Behavioral Risk Factor Surveillance System Report, the smoking rate in NYS is the highest for 18 -34 year olds, which confirms the dire need to reach today’s youth.
- WHEN :** **Wednesday, March 24<sup>th</sup>** (KICK BUTTS DAY)
- 9 – 10 AM** Brunswick/Brittonkill Central School (3992 NY 2, Troy, NY)
- 1– 2 PM** Watervliet High School (1245 Hillside Drive, Watervliet, NY)
- 5:30 – 8 PM** Honoring Our Community’s Tobacco-Free Champions Recognition Event  
(The Hilton Garden Inn, 235 Hoosick Street, Troy, NY ) [www.SmokeFreeCapital.org/reception2010](http://www.SmokeFreeCapital.org/reception2010)
- BACKGROUND:** Rick Stoddard, nationally known for his TV and radio public service announcements, has been to more than 2500 schools and has spoken to 1.1 million youth about the hazards of tobacco use. At age 46, Rick’s wife, Marie, died of lung cancer caused by cigarette smoking . For more information, go to [www.rickstoddard.com](http://www.rickstoddard.com).
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Capital District  
Tobacco-Free Coalition

**QuitSolutions**  
Center for Smoking Cessation at Seton Health

**REALITY CHECK**



*Tobacco - Free*  
HEALTHY SCHOOLS

The Capital District Tobacco-Free Coalition is a grassroots community partnership made up of organizations, agencies and individuals committed to creating a tobacco-free community.