



**FOR IMMEDIATE RELEASE**  
**OCTOBER 8, 2019**

## **MEDIA ADVISORY**

### **"Seen Enough Tobacco" Day**

Youth Across New York State have declared Sunday October 13, 2019 as the third annual Seen Enough Tobacco Day, which highlights the need for communities to protect children from the billions of dollars of tobacco marketing in places where kids can see it. The availability of tobacco products in candy, fruit and menthol flavors has fueled youth use of all tobacco products, including cigarettes, little cigars, chew and e-cigarettes.

**WHO:** Bethlehem Middle School students

Holly Kaiser, Bethlehem Middle/High School Health Teacher and SADD Club Advisor  
Cara Zampi, Youth Engagement Coordinator at Capital District Tobacco-Free Communities

**WHEN:** Friday October 11, 2019 11am-1pm

**WHERE:** Bethlehem Middle School  
332 Kenwood Avenue  
Delmar, NY 12054

**WHAT:** Students will be participating in several activities aimed at raising awareness about the ways in which the tobacco and vape industries use flavors to hook kids on their products. Activities include "Tobacco Trivia", a "Flavors Hook Kids" selfie station and signing postcards that show their support of reducing youth access to all flavored tobacco products.

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#### **About Capital District Tobacco-Free Communities and Reality Check**

*The New York State Department of Health, Bureau of Tobacco Control funds Capital District Tobacco-Free Communities (CDTFC) to increase support for New York State's tobacco-free norm through youth action and community engagement. Efforts are evidence-based, policy-driven, and cost-effective approaches that decrease youth tobacco use, motivate adult smokers to quit, and eliminate exposure to secondhand smoke. St. Peter's Health Partners is the fiscal agent for CDTFC.*

