



Yolo County Anti-tobacco Youth Coalition

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FOR IMMEDIATE RELEASE

Woodland Youth Organize Free Bowling Night to Warn Peers About Tobacco Industry's Marketing Tactics

[WOODLAND, CALIF.] May 3rd, 2008 – In a continued effort to increase youth awareness about the tobacco industry's manipulative youth marketing tactics, the Yolo County Anti-Tobacco Youth Coalition (YUFA STAR) will hold its 4th annual "Strike-Out the Hype" Anti-Tobacco Bowling Night on Saturday, May 3rd from 6:00-10:00pm at Woodhaven Lanes.

The "Strike Out the Hype" Bowling Night is completely free to all Yolo County youth ages 12-17 with a completed permission slip at the door. Youth participants will receive free bowling, pizza, karaoke, inflatable games, and prizes, while discovering how they are being targeted by the tobacco industry via educational games and demonstrations (skits, announcements, and a simulated smoker's lung that "breathes"). There will be a pledge that youth can sign for those who have decided to reject the "hype" generated by tobacco company advertisements and their other efforts to glamorize tobacco.

Despite the restriction placed on tobacco companies under the 1998 National Tobacco Settlement, the industry continues to spend over \$15 billion on advertising and marketing every year, strategically placing advertisements in magazines and convenience stores, and by sponsoring rock concerts and other events appealing to teens. In California alone, tobacco companies spend \$843.8 million a year to market their dangerous products. The "Strike Out the Hype" Bowling Night hopes to inform youth of this manipulation and motivate them to think twice before accepting the tobacco industry's glamorization of tobacco products.

A new poll conducted in March of this year finds that kids still feel targeted by tobacco advertising and still find it easy to buy tobacco products. The national telephone survey of 507 teens (12-17 year olds) and 1,008 adults found:

- Three-fourths of teens (74 percent) think tobacco companies want them to smoke, and 70 percent think tobacco companies target them with their advertising.
- Teens are twice as likely as adults to remember tobacco advertising. While almost half (47 percent) of teens recalled tobacco advertising from the last two weeks before the survey, only 24 percent of adults did. Among teens who recalled tobacco advertising, the most commonly mentioned source was "in or outside a store."
- Nearly two-thirds (65 percent) of teens think it is easy for teenagers to buy tobacco products. Among 15-17 year olds, 76 percent think it is easy.

A report about the poll findings and the impact of tobacco marketing on youth can be found at:
<http://www.tobaccofreekids.org/kbd2008poll>

Nationwide, tobacco use kills more than 400,000 people and costs the nation nearly \$100 billion in health care bills each year, and 23 percent of high school students smoke. In California, tobacco use claims 37,800 lives and costs the state \$9.14 billion in health care bills a year, and 15.4 percent of high school students smoke.

For more information about the Bowling Night or the Yolo County Anti-Tobacco Youth Coalition, contact Jessica Estrada at (530) 666-8617 or visit the Yolo County Health Department's website at www.yolohealth.org.

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