



# Yolo County Anti-tobacco Youth Coalition

President: Kate Markel  
Vice President: Haylee Fonseca

Phone: (530) 666-8617  
Email: [Jessica.Estrada@yolocounty.org](mailto:Jessica.Estrada@yolocounty.org)

April 30th, 2009

FOR IMMEDIATE RELEASE

## **YUFA STAR Teens Hold 5<sup>th</sup> Annual “Strike Out the Hype” Bowling Night**

[WOODLAND, CALIF.] May 1<sup>st</sup>, 2009 – In a continued effort to teach Yolo County youth about the dangers of tobacco use and the tobacco industry’s manipulative marketing tactics, the Yolo County Anti-Tobacco Youth Coalition (YUFA STAR) will hold its 5<sup>th</sup> annual tobacco education Bowling Night on Friday, May 1<sup>st</sup> from 6:00-9:00pm at Woodhaven Lanes.

The “Strike Out the Hype” Bowling Night is completely free to all Yolo County youth ages 12-17. Students must bring a completed permission slip to participate. Youth participants will receive free bowling, pizza, karaoke, inflatable games, and prizes, while also learning about how dangerous tobacco use is for your body and how tobacco companies target teens. There will be tobacco education games and demonstrations like Jeopardy and Simulated Smoker’s Lungs, and a chance to win an Ipod Shuffle!

The tobacco industry continues to wage a well-funded campaign to maintain their customer base and hooking new smokers, primarily young adults. The industry spends 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 Yolo County teens of this manipulation and motivate them to think twice before accepting the tobacco industry’s glamorization of tobacco products.

Nationwide, tobacco use kills more than 400,000 people and costs the nation nearly \$100 billion in health care bills each year. Nationwide 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. In California, 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, visit the Yolo County Health Department’s website at [www.yolohealth.org](http://www.yolohealth.org), or visit the YUFA STAR MySpace page at [www.myspace.com/yufastar](http://www.myspace.com/yufastar).

###