



Media Advisory

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LARGEST NATIONAL YOUTH SMOKING PREVENTION TOUR HITS CHICAGO

--interviews available on site at AST Dew Tour and/or in studio, as desired--

Who: **truth®**, the largest national smoking prevention campaign for youth; **AST Dew Tour athletes** (Olympic gold medalist Shaun White and Jamie Bestwick, among others) and **thousands of local teens**.

What: **truth** is teaming up with the AST Dew Tour to bring its distinctive orange “**truth** trucks” and dynamic **truth** crew members to tour stops across the country. Trucks are rigged with DJ decks, video monitors and more, in order to help spread information about tobacco products, and give teens the knowledge needed to make informed choices about smoking.

As part of a larger tour, **truth** will make more than 60 stops across more than 28 states this summer. At each stop, the **truth** zone, will feature:

- A fun and engaging atmosphere, allowing **truth** crew members to discuss tobacco issues in a non-preachy way
- Crew members holding **fashion shows, dance contests, freestyle rap “battles,”** playing educational games and conducting **DJ lessons** through “Scratch Academy”
- **truth**-branded gift items including: sunglasses, gym bags and T-shirts

For this event, **truth** is sponsored in part by the Chicago Tobacco Prevention Project, a joint effort of Respiratory Health Association of Metropolitan Chicago and the City of Chicago Department of Public Health, which seeks to reduce the city’s youth smoking rate by 25% through a comprehensive two-year program designed to raise awareness and change attitudes about the acceptability of smoking.

Where & When: **On site July 23 and July 24, 12 noon – 6 p.m. at Soldier Field, South Festival**

Facts: The **truth** tour reached **more than 500,000 teens** last year.

About **80 percent** of smokers begin using tobacco before the age of 18; the primary focus of the **truth** campaign is youth, aged 12 to 17 years.

In Chicago, more than one in 10 teens report smoking.

The **truth** campaign, which celebrates its 10-year anniversary in 2010, was launched in February 2000 by LegacySM, a national public health foundation created to help youth from smoking and helping smokers to quit. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social costs of smoking.

According to research published in the *American Journal of Public Health*, there were approximately **450,000 fewer youth smokers** between 2000 -2004 as a direct result of the **truth** campaign. A growing body of additional research has confirmed the efficacy of the campaign in changing teens’ attitudes, beliefs and behaviors toward smoking.

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Respiratory Health Association of Metropolitan Chicago (RHAMC) was a leader in securing Smoke-Free Chicago and Smoke-Free Illinois legislation. RHAMC has partnered with the City of Chicago Department of Public Health to lead the Chicago Tobacco Prevention Project through March, 2012. Funded by a grant from the Centers for Disease Control, the comprehensive program seeks to decrease smoking rates among youth and adults, reduce exposure to secondhand smoke and reduce tobacco-related deaths. To learn more visit www.lungchicago.org/ctpp.