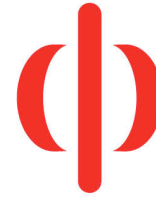


CHICAGO TOBACCO PREVENTION PROJECT



**RESPIRATORY
HEALTH
ASSOCIATION®**
of Metropolitan Chicago

Media Advisory

**For Immediate Release
November 12, 2010**

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Tobacco prevention “BE A QUITTER” event at Bears/Vikings game Sunday

Kevin Butler to sign autographs; free lung testing and smoking cessation resources available

WHAT: Kevin Butler, kicker for the 1985 Super Bowl winning Chicago Bears, will greet fans and sign autographs in support of the “BE A QUITTER” event.

The Chicago Tobacco Prevention Project will provide free lung testing and smoking cessation resources before the Chicago Bears vs. Minnesota Vikings game. Screening tools will help identify individuals at risk for developing COPD (chronic obstructive pulmonary disease), and volunteers will provide information for people who are interested in quitting smoking. COPD, which includes emphysema and chronic bronchitis, affects more than 550,000 people in Illinois, many who are former or current smokers.

WHY: The Chicago Tobacco Prevention Project is hosting tobacco “Quit Week” from November 9-17 to raise awareness about the importance of smoking cessation and promote local resources available to help people quit. The two-year project aims to reduce Chicago’s smoking rates by 10% for adults and 25% for youth, prevent tobacco-related deaths and decrease exposure to secondhand smoke.

DATE/TIME: Sunday, November 14. Lung testing 9 – noon; Autographs 9:30 – 11:30 a.m.

LOCATION: Gate 5, Southwest Lawn @ Soldier Field, Chicago IL

INTERVIEWS/VISUALS:

- Joel Africk, president and CEO, Respiratory Health Association of Metropolitan Chicago
- Bechara Choucair, MD, commissioner, Chicago Department of Public Health
- Kevin Butler, former Chicago Bears football player
- Bears/Vikings fans receiving lung function testing and interacting with Butler

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About the Chicago Tobacco Prevention Project: This is a joint project of the Chicago Department of Public Health and Respiratory Health Association of Metropolitan Chicago through March, 2012. Funded by a grant from the Centers for Disease Control, the comprehensive program includes hard-hitting media, outreach to vulnerable population groups, and policy efforts that reduce exposure to secondhand smoke. To learn more, visit www.lungchicago.org/ctpp.