

FOR IMMEDIATE RELEASE
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Aleutians East Borough School District - Fights Youth Tobacco Use

Joins National Kick Butts Day Initiative March 21, 2012

[Sand Point, Alaska] — Young people from Aleutians East Borough School District are joining thousands of kids across the country who are taking part in Kick Butts Day, a nationwide initiative that makes kids leaders in the effort to stop youth tobacco use. As part of the Kick Butts Day celebration, Fighting Against Teen Smoking (F.A.T.S) at Sand Point School, students are planning several activities for the students and the community of Sand Point to be involved in Kick-Butts week.

Throughout the year, young advocates take part in a variety of activities to protect kids from tobacco, including working with elected officials to develop policies that reduce youth tobacco use and exposure to secondhand smoke and educating their peers about tobacco companies' deceptive marketing practices.

"I choose to have a tobacco free lifestyle because I want to live a long and healthy life without worrying about the harmful effects that tobacco can do to me," said Robert Curtis Jr 18 years old. Also Nikki Mack 17 years old said, "I don't know if it 's just me, but I think it's nice being able to breath"

In Akutan Alaska, the 8 students and teachers will be hosting a local health fair for community members to attend at their school. Akutan School will have many booths setup displaying a variety of important issues such as Tobacco, Alcohol, Drugs and Diabetes. Also in Sand Point, Alaska a village with the population of 1000 will also be participating in Kick Butts week. The 15 member Junior High/ Senior High lead group, ages (13-18) will be doing a door decorating contest, write testimonials on why they want to be smoke-free on a tribute wall, picking up cigarette butts around town, and putting together letters to local business and local government offices, to support Sand Point Alaska in becoming a smoke-free town.



Right to left Keith Wilson, Mathew Bravo, Above Jolan Rotter.

On March 21st, elementary, middle and high school students across the country are organizing Kick Butts Day events to fight youth tobacco use. Young people will participate in a variety of Kick Butts Day activities such as marching to state capitals and holding rallies; meeting with elected officials; and holding flash mobs in busy community spaces. In 2011, thousands of kids carried out hundreds of events. We expect this number to increase in 2012.

“Kids are a powerful part of the solution to reducing youth tobacco use,” said Matthew L. Myers, president of the Campaign for Tobacco-Free Kids, which coordinates Kick Butts Day. “For Kick Butts Day 2012, kids are sending two important messages: they want the tobacco industry to stop targeting them with advertising and they want elected leaders at all levels to do more to protect them from tobacco.”

Tobacco use is the leading preventable cause of death in the United States, killing more than 400,000 people every year. Every day, more than 4,000 kids try their first cigarettes; another 1,000 kids become addicted smokers, one-third of whom will die prematurely as a result.



The Washington, DC-based Campaign for Tobacco-Free Kids is one of the largest non-governmental education and advocacy initiatives ever undertaken to decrease youth tobacco use in the United States. Tobacco-Free Kids strives to build a healthier future for our children by reducing tobacco use and exposure to secondhand smoke.

For more information about the Kick Butts Day events in the Aleutians East Borough School District, contact George Cromer III @ (907) 383-2393 / gcromer@aebsd.org . For information on the national initiative, visit the Kick Butts Day website at kickbuttsday.org.

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