

For Immediate Release
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MEDIA ADVISORY

Hundreds of NYS Tobacco Control Advocates Descend on Albany Tobacco Programs Saves Lives, Save Money

Who: Adult and Youth Representatives from the New York State Tobacco Control Program

What: Program leaders and youth advocates answer questions, offer information and give demonstrations about tobacco prevention programs and the devastating impact of tobacco use on NYS residents.

When: February 12, 2014
9 am to 1 pm

Where: The Well, Legislative Office Building, State Capital, Albany, NY

Visual Opportunities:

- **Youth Advocate of the Year Awards:** The Reality Check Program honors the outstanding work of youth. State and regional winners to be announced at noon.
- **Mock Store Display:** The display gives a realistic depiction of the ways big tobacco targets youth in the retail environment including large, colorful tobacco displays and advertisements, and contrasts this to what stores would look like if tobacco marketing were reduced by covering up tobacco products and advertisements. The U.S. Surgeon General Report recently said, “The major United States cigarette companies continue to target and market to youth.”
- **Powerful Personal Stories:** Former smokers and those who have benefited from the NYS Tobacco Control Program will tell their stories and experiences through video messages that highlight the human toll of tobacco use on smokers and their loved ones.

Background: The New York State Tobacco Control Program (NYTCP) implements evidence-based and promising strategies to prevent and reduce tobacco use. The NYTCP envisions a tobacco-free society for all New Yorkers. For more information, visit TobaccoFreeNYS.org

*Editor’s note: Representatives are available for interviews and can be reached by contacting Erin Sinisgalli, Manager Smoking Cessation at (518) 330-4412 or Erin.sinisgalli@sphp.com