



BOYS & GIRLS CLUB
OF NOBLESVILLE



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**Boys & Girls Club of Noblesville and Indiana Latino Institute Fights Youth Tobacco Use
Joins National Kick Butts Day Initiative March 23, 2011**

Noblesville, IN — Young people from The Boys & Girls Club of Noblesville's teen VOICE, and the Indiana Latino Institute's VOICE group 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, members of the Noblesville organizations are organizing tobacco prevention, awareness, and cessation activities on Wednesday, March 23th at 4 p.m., at the Boys & Girls Club of Noblesville (located at 1448 Conner St., Noblesville, IN 46060). Participants will create tobacco fact signs and tombstones to be displayed along Conner Street, as well as the parent entrance to the Boys & Girls Club. Additionally, VOICE members will walk from the Boys & Girls Club to the Noblesville Courthouse holding their made signs, in an effort to reach as many people as possible with the tobacco prevention messages.

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.

"The tobacco companies make smoking look cool in their ads, but that's nothing but a lie," said Logan, age 12. "There's nothing cool about bad breath, smelly clothes and tobacco-stained teeth."

On March 23rd, 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 2010, thousands of kids carried out 1,000 events. We expect this number to increase in 2011.

"The tobacco industry is using us (Indiana youth) as guinea pigs to increase their sales and turn us into addicts of their toxic products," said Samanta Mena, student at Westfield High School.

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 event at the Boys & Girls Club of Noblesville, contact Matt Walker, Program Director, at 317.773.4372 or mwalker@bgcni.org. For information on the national initiative, visit the Kick Butts Day website at kickbuttsday.org.