



Cornell University
Cooperative Extension
Otsego County

NEWS RELEASE

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Students Fight Big Tobacco on Kick Butts Day, March 28!

Teens across Otsego County will speak out against the marketing tactics of the tobacco industry on Kick Butts Day, March 28.

Despite promises not to target youth with tobacco advertising, Big Tobacco has upped the amount of smoking images in teen movies and magazines over the past five years. Meanwhile, cigarettes pack more nicotine than ever before, up 10 percent over six years ago, according to a 2006 study by the Department of Public Health.

Reality Check clubs in Cooperstown, Milford, Edmeston, Laurens, Morris, Schenevus, and Unatego high schools will fight back on Kick Butts Day. Working as part of a statewide anti-tobacco youth organization, local teens will be spreading the word to family and friends about the deadly impact of cigarettes and spit tobacco. Through games and school presentations, teens will teach each other to be smart consumers, calling attention to the lure of tobacco ads. And here is a sobering figure.

More than 6 million children in the U.S. today will die prematurely from smoking-related illnesses if current trends continue, according to health department statistics. The Laurens club will use a game wheel to teach tobacco facts. Morris Reality Check teens will play a numbers game to keep the whole schools guessing. Schenevus Reality Check youth are planning a movie night and discussion.

T-shirts and activities for the event were obtained from the Campaign for Tobacco-free Kids, and furnished to local youth through the Reality Check program of Cornell Cooperative Extension of Otsego County. For more information, contact Marcia Kozubeck, Reality Check Coordinator, 607-547-2536.