



News Release

For Immediate Release

Friday, May 20, 2005

Media contacts:

Jana Kettering

Public Information Office

(801) 538-6339

Lena Dibble

Tobacco Control Program

(801) 538-6917

The TRUTH Advertising Contest Recognizes 52 Utah Youth for Creative Anti-tobacco Ads

(Salt Lake City, UT) – The winners of the eighth annual TRUTH from Youth Anti-tobacco Advertising Contest were announced during an awards ceremony at The Gateway Union Pacific Depot on May 20, 2005. Fifty-two Utah youth received recognition, awards and cash prizes for their original ads. More than 6,483 youth participated this year in the statewide advertising contest presented by the Utah Department of Health (UDOH).

Utah students ages five to 18 entered the contest by creating radio, TV and billboard/poster anti-tobacco ads. Contest entries were grouped into elementary, junior and senior high school categories with cash prizes for first, second and third place. Best of Contest winners received \$400 and the opportunity to help produce their ads. The contest advertisements will air and be displayed in June 2005.

Each category had one Best of Contest winner. They include: billboard/poster - “Pros and Cons” by Jose Velasquez, a senior from Granger High; TV - “Smoking Isn’t Good” by Jared Tadehara, grade 11, from Murray High; and radio - “Consequences” by Maurissa Weight, grade 6, from Rocky Mountain Middle School. Luis Martinez, a junior from Kearns High, won Best of Contest in the Spanish category for his entry, “Looking at Things from the Other Side.”

This year's advertising contest theme was "Make Your Parents Proud for a Change." The contest party featured the "ultimate proud parent experience" – all winning entries were posted on refrigerators in the Gateway Union Pacific Depot. Each of the 52 winners also received cash prizes and an oversized, personalized refrigerator magnet award.

"We wanted to recognize this year's winners in a creative way, by putting their award on a magnet to display." said Lena Dibble, media liaison, UDOH Tobacco Prevention and Control Program. "We are proud of the youth for entering the contest and fighting back against big tobacco."

After the awards ceremony luncheon, all 6,483 TRUTH advertising contest entrants and their teachers, families and friends were invited to celebrate from 3:30 -7:30 p.m. on the Gateway Plaza. The contest party included refreshments; Sumo-Tyme games; face painters; a hypnotist; local band, *Broke*; and the *U92 Allstar Mixers*.

"The contest is a powerful educational tool to help reduce youth smoking rates," said Dibble. "The contest gives youth an opportunity to speak out against an industry that is constantly manipulating them into starting a lifelong addiction."

Each day more than 2,000 people between the ages of 12 and 17 become regular smokers. That is more than one million teens per year. Approximately one-half of them will eventually die from a tobacco-related disease. Although many adult smokers quit, a steady supply of teens begin smoking to replace them. Data show teens are the primary source of new smokers, and almost no one starts smoking after the age of 19.

For more information about the awards ceremony, call (801) 256-9424 or visit www.utahphoenixalliance.org.

#

The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.