



**For Immediate Release:**  
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## **News Release**

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### **UDOH Contest Wants Kids' Brains**

*Students invited to create new anti-tobacco ads*

(SALT LAKE CITY) – Today, the Utah Department of Health (UDOH) urged young minds from all over Utah to craft TV, radio or billboard ads for the 2010 Anti-tobacco Advertising Contest. This year's contest challenges fourth and fifth graders to "Give us a piece of your mind" and create advertising that will teach their peers the dangers of tobacco use. To kick off the contest, children at the Sorensen Center participated in an after-school program that taught them about the dangers of tobacco and how the tobacco industry influences children.

"We conduct the contest each year to encourage kids to use their brains to counter the tobacco industry's marketing," said David Neville, marketing coordinator for The TRUTH. "Last year we received more than 7,000 entries from fourth and fifth graders from across Utah."

Ninety percent of adult smokers begin lighting up before age 19 and one in three will eventually die of their addiction.

"The tobacco industry spends \$60 million each year in Utah peddling their poison," continued Neville. "Efforts like the contest have been effective, helping to drive the youth smoking rate down by 34 percent since The TRUTH campaign began in 1999."

The 2010 Anti-tobacco Advertising Contest is open to fourth and fifth grade students statewide. Participants may enter by drawing or writing an original billboard, TV or radio

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ad and submitting it by March 26, 2010. The "Best of Show" will be professionally produced and awarded \$400. For entry forms, rules, or more information please visit [YouthAgainstTobacco.com](http://YouthAgainstTobacco.com).

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*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.*