



**PIMA COUNTY HEALTH DEPARTMENT**  
**3950 S. COUNTRY CLUB, Ste. 100 • TUCSON, AZ 85714**

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FOR IMMEDIATE RELEASE

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**Pima County Youth are Kicking Butts and Taking on Big Tobacco's Advertising**

Tucson, Arizona – April 1, 2008 – Members of Pima County Health Department's Tobacco Education and Prevention Program youth group, S.W.A.T. (Students Working Against Tobacco) will announce the findings from a survey of 50 neighborhood stores that show marketing clearly targets youth.

The announcement will be made at Sunnyside High School, 1725 E. Bilby Road, in conjunction with Kick Butts Day, April 2, 2008 from 10:30am-12:00pm.

Tobacco companies' marketing gimmicks frequently target kids and lure more than 2,000 young people each day into becoming regular smokers. Roughly one third of these youth will die prematurely due to tobacco-related disease.

On Wednesday, April 2, 2008, thousands of kids across the country will be participating in events for Kick Butts Day, a nationwide initiative coordinated by the Campaign for Tobacco-Free Kids. Kick Butts Day gives youth the opportunity to lead the battle to end tobacco use and deceptive tobacco marketing aimed at kids by standing up, speaking out, and seizing control in the fight against Big Tobacco.

Tobacco Education and Prevention Program is funded by the Pima County Health Department and the Arizona Department of Health Services' Bureau of Tobacco Education Prevention. Please contact (520) 243-7826 for more information.

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