**FOR IMMEDIATE RELEASE: March 16, 2018**

**CONTACTS: Natalie Talis, 202-868-4813**

 **Mina Radman, 202-296-5469**

**Pennsylvania Kids to ‘Kick Butts’ on March 21**

***State Leaders Challenged to Create First Tobacco-Free Generation***

WASHINGTON, D.C. – Kids in Pennsylvania will unite against tobacco use on March 21 as they join thousands of young people nationwide to mark Kick Butts Day. More than 1,000 events are planned across the United States for this annual day of youth activism, sponsored by the Campaign for Tobacco-Free Kids. (See below for a list of local events.)

On Kick Butts Day, kids encourage their peers to be tobacco-free, reject tobacco companies’ devious marketing and urge elected officials to help make the next generation tobacco-free.

This year, Kick Butts Day is focusing attention on the progress the U.S. has made in reducing youth smoking and the actions needed to create the first tobacco-free generation. Since 2000, the national smoking rate among high school students has fallen by 71 percent (from 28 percent in 2000 to 8 percent in 2016). However, the fight against tobacco is far from over:

* Tobacco use is still the No. 1 cause of preventable death in the U.S., killing over 480,000 people and costing about $170 billion in health care expenses each year.
* Tobacco companies spend $8.9 billion a year – $1 million every hour – to market tobacco products in the U.S., often in ways that appeal to kids.
* Electronic cigarettes have become the most popular tobacco product used by kids – nationwide, 11.3 percent of high school students use e-cigarettes compared to 8 percent who smoke cigarettes. The latest trend with teens is JUUL, an e-cigarette that looks like a computer flash drive and comes in flavors like mango and fruit medley.

In Pennsylvania, tobacco use claims 22,000 lives and costs $6.38 billion in health care bills each year. Currently, 12.9 percent of Pennsylvania’s high school students smoke.

On Kick Butts Day, kids and health advocates are calling on elected officials to implement proven strategies that make up a “roadmap to a tobacco-free generation.” These strategies include tobacco tax increases, comprehensive smoke-free laws, raising the tobacco sale age to 21, well-funded tobacco prevention programs and banning the sale of flavored tobacco products.

“On Kick Butts Day, kids are celebrating the progress we’ve made to reduce tobacco use and building momentum to get us across the finish line,” said Matthew L. Myers, President of the Campaign for Tobacco-Free Kids. “Elected leaders in every state can help create the first tobacco-free generation by supporting proven strategies to prevent youth tobacco use.”

On Kick Butts Day, kids join in creative events ranging from classroom activities to educate their peers about the harmful ingredients in cigarettes to rallies at state capitols.

In Pennsylvania, activities include:

The **Chester County Tobacco-Free Coalition (CCTFC)** will hold a Kick Butts Day meme contest to educate local youth about the dangers of vaping. The winning anti-vape memes will be announced at **Owen J. Roberts Middle School** and showcased in poster form. Time: 10 AM. Location: 881 Ridge Road, Pottstown. Contact: Lindsay Smith (215) 630-1747.

Students at **Jamestown Elementary School** will displayt-shirts throughout the hallways to expose the lies of big tobacco by airing its “dirty laundry.” Student leaders from the high school, trained by **State Tobacco Control Representatives** will educate younger students about the dangers of tobacco. Time: 1:30 PM. Location: 3938 Douthett Drive, Jamestown. Contact: Katie Britton (814) 882-4810.

Students at **Upper Merion Middle School** are speaking out against tobacco in a discussion being facilitated by the **CAST CLUB** and **Students Against Destructive Decisions (SADD)**. The event will also include educational displays about e-cigarettes, a tobacco pledge wall, and an appearance from a costumed “Ciggy Butts.” Time: 3 PM. Location: 450 Keebler Road, King of Prussia. Contact: Susan Shelton (610)304-5533.

The **YWCA Titusville** will host an “Escape Room” experience for local youth to learn about the dangers of tobacco. Students from **Titusville High School** will answer questions about tobacco, e-cigarettes, and more to “escape” the room. Time: 2:30 PM. Location: 201 N. Franklin Street, Titusville. Contact: Ashleigh English (814) 657-7263.

Teens from **Project Silk** will participate in a Tobacco 101 Jeopardy game to learn about tobacco cessation, smokeless tobacco products, and more. The event, hosted by the **Bradbury-Sullivan LGBT Community Center,** is open to the public. Time: 5 PM. Location: 522 W. Maple Street, Allentown. Contact: Atticus Ranck (717) 823-3110.

On March 23, the **Boys & Girls Club of Chambersburg** will celebrate Kick Butts Day with a kickball game. Kids will commit to be tobacco-free by taking a pledge to encourage their peers and loved ones to quit smoking. Time: 4 PM. Location: 440 W. Washington Street, Chambersburg. Contact: Jeanne Clark (717) 496-0022.

All events will take place March 21 unless otherwise indicated. For a full list of Kick Butts Day activities in Pennsylvania, visit [www.kickbuttsday.org/map](http://www.kickbuttsday.org/map). Additional information about tobacco, including state-by-state statistics, can be found at [www.tobaccofreekids.org](http://www.tobaccofreekids.org).