



For Immediate Release

April 1, 2011

**The Mississippi Tobacco-Free Coalition of
Warren and Claiborne Counties
Encourages Youth to Take Action Against Smoking in Movies**

The Mississippi Tobacco-Free Coalition of **Warren and Claiborne Counties** is urging kids to rally against tobacco companies and the movie business this April Fool's Day to show they won't be fooled by advertising schemes promoting smoking on the big screen. On April 1, the Coalition will hold a *National Day of Action: Smoking-Free Movies* event during which **Warren and Claiborne Counties** kids can let their voices be heard.

"The more kids see smoking in movies or on television, the more likely they are to become smokers themselves," said **Leslie Horton**, project director for the Mississippi Tobacco-Free Coalition of **Warren and Claiborne Counties**. "Pediatricians have called smoking in movies 'the single biggest media risk to young people.'"

The Mississippi Tobacco-Free Coalition of **Warren and Claiborne Counties** is a community-based coalition that works to prevent the initiation of tobacco use among youth, reduce exposure to secondhand smoke, promote tobacco cessation services, and eliminate tobacco-related disparities. This program is funded by the Mississippi State Department of Health.

For more information about the *National Day of Action: Smoking-Free Movies* event in **Warren and Claiborne Counties** or for tobacco cessation information, contact the Mississippi Tobacco-Free Coalition of **Warren and Claiborne Counties** at **601.618.5317**.

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