



NEWS RELEASE

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Hundreds of Youth From Around the State Gathered to Cheer for “Truth From Youth” Advertising Contest Winners

(Salt Lake City, UT) — The Utah Department of Health announced the winners of its fourth annual “Truth From Youth” anti-tobacco advertising contest at an awards party, Monday, May 14, at Franklin Covey Field. Hundreds of Utah students from kindergarten through 12th grade gathered to cheer on their peers who submitted original anti-tobacco radio, TV and billboard ads. Jeffrey Wigand, whose battle against the tobacco industry was portrayed in the movie “The Insider,” addressed youth about how the tobacco industry manipulates young people to smoke. “I applaud the thousands of Utah students who took a stand against the tobacco industry by participating in the contest,” commented Wigand. “It is important that our young people continue to learn about the industry’s disregard for their health and safety.”

Mark Stevenett, campaign representative, commented, “Our grassroots youth anti-tobacco program is the biggest of its kind in the country. More than 11,000 students submitted 7,075 ads, which is 3,000 more than last year.” Lena Dibble, Utah Department of Health, added, “The growth in contest participation has been phenomenal, and this year, Master Settlement Agreement funds have enabled us to expand our effort even more.

“The contest is a major component of our anti-tobacco prevention program,” continued Dibble. “Hundreds of youth are trained to make presentations in schools. The children they reach learn about the dangers of tobacco and then interpret what they’ve learned by creating original advertisements.” More than one hundred advertising and health experts judged the competition which involved 180 schools across Utah. The winning ads will be aired or displayed starting in June, as part of the Truth About Tobacco statewide campaign.

Best of Contest winners included: Liz Hale of Muir Elementary in Bountiful, billboard; Amy Davison of Cascade Elementary in Alpine, TV; and Chad VanLeuven of Pineview High School in St. George, radio. The winners received trophies, \$200 and the opportunity to help produce their own ads. In addition, there were 38 winners in elementary, junior high and high school divisions of radio, TV and billboard categories. They received trophies and \$150, \$100 and \$50 for first, second and third place prizes, respectively. Seventy-two students received honorable mention certificates.

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