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FOR IMMEDIATE RELEASE

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Iron Mountain Central SADD Students Participate in Kick Butts Day

Kingsford, Michigan – March 28, 2006. Every year on Kick Butts Day (KBD), America's youth STAND OUT...SPEAK UP...and SEIZE CONTROL in the fight against tobacco use. Kick Butts Day is Wednesday, April 5, 2006.

Do you know that 1200 Americans die every day from tobacco and secondhand smoke? This year KBD will pay special attention to the number 1200, and to raising awareness about this disturbing statistic. **Project 1200** is an event designed to help people visualize 1200 and understand the impact of these tobacco-related deaths.

Locally, customers and the public can expect to see several Iron Mountain Central School SADD Chapter students at Econo Foods on Wednesday, April 5, 2006 from 8:30 a.m. until 2 p.m. sharing their message that tobacco usage is a danger to one's health and that secondhand smoke is a danger to the public's health.

In addition, everyday about 4000 kids try smoking for the first time, and another 1500 kids become new regular, daily smokers. This replaces the numbers that die from tobacco and secondhand smoke. This is exactly the goal of Big Tobacco – to “hook” new customers – to profit from someone's addiction. Why else would the tobacco industry spend over \$15 billion a year, more than \$41.5 million a day, on advertising and marketing to attract new smokers and to keep people puffing away?

Please take time to visit the students' display table and commend them for speaking out and helping to educate the public on such a worthwhile topic.

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