

Healthy East Chicago, Inc.

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Photo News Release

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Local community youth joined the efforts of Tri-City Mental Health **Smoke Free Kids/Voice Club** and Healthy East Chicago's Promotores de Salud Project in the **KICK BUTTS DAY Rally** on March 28, 2007 at Healthy East Chicago Center. The VOICE Club designed their posters at the Center then proceeded to march on to a Kick Butts Day Rally at City hall. This Rally was the biggest youth-led anti-tobacco initiative which marched from Healthy East Chicago Center to East Chicago City Hall spreading the word on the dangers of tobacco use and exposure which allowed getting other youth involved. The purpose of the event was to mobilize America's youth to stand up, to be vocal and to take control in the fight against big tobacco.

Kick Butts Day®, was launched in September, 1995 by the [The Campaign for Tobacco-Free Kids](#), which is the country's largest non-government initiative ever created to protect children from tobacco addiction. The Campaign's main goal is to protect children from exposure and addiction to tobacco. They work to accomplish in four ways: (1) by raising awareness that tobacco use is a pediatric disease, (2) by changing public policies to limit the marketing and sales of tobacco to children, (3) by altering the environment in which tobacco use and policy decisions are made, and (4) by actively countering the tobacco industry and its special interests. The Campaign encourages young people to become youth advocates to support tobacco ordinances in their communities, to hold tobacco control activities and events, like Kick Butts Day®, and to help educate peers on the dangers of tobacco.

The event was sponsored by Tri-City Mental Health, Indiana Tobacco Prevention and Cessation, Indiana Latino Institute, VOICE, Healthy East Chicago, and East Chicago Community Development Foundation.

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KICK BUTTS DAY



03.28.07

12:00 PM TO 3:00 PM

at

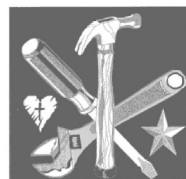
Healthy East Chicago Center
100 W. Chicago Ave., East Chicago, IN

Join the biggest youth-led
anti-tobacco initiative
in the whole world!

FUN GAMES AND ACTIVITIES
FOR ALL YOUTH AGES

REFRESHMENTS • DOOR PRIZES

Presented by
Nora Cheek, Tri-City Mental Health Smoke Free Kids/Voice Club
in Partnership with Healthy East Chicago Promotores De Salud



East Chicago Community Development Foundation

STAND OUT. SPEAK UP.
SEIZE CONTROL.