

# CONTEST CORNER

## Essay Contest Helps Kids Help Parents Quit Smoking

(NAPSA)—Many kids wish their parents were smoke-free, but don't know the best ways to go about helping mom and dad to put their cigarettes down for good. Now youngsters have another weapon in their arsenal: An essay contest which rewards kids for their ideas on ways to help a parent quit smoking.

The "C.H.A.M.P.S.S. Help Parents Quit Smoking" Contest is part of a national campaign called **Children Helping And Motivating Parents to Stop Smoking**. Kids ages 13-18 are invited to log onto [www.champss.org](http://www.champss.org) and explain in 100 words or less what they did or plan to do to help their parent, or another adult smoker in their lives, to quit.

"Kids can and do make a difference in adults' lives," said Danny McGoldrick, director of research for the Campaign for Tobacco-Free Kids (TFK). "Not only does research show that kids often influence a parent's decision to quit smoking, studies also have shown that when parents quit, their children become less likely to start smoking and more likely to quit if they already smoke; so it's really a win-win situation."

Three contest finalists will receive \$1,500 cash scholarships. One grand prize winner will receive a \$5,000 cash scholarship and a trip for two to Washington, D.C., where he or she will be recognized at the Campaign for Tobacco-Free Kids 2004 Youth Advocates of the Year Award Ceremonies on May 5, 2004. All contest entries must be postmarked or submitted online by 11:59 p.m. (Eastern Time) February 20, 2004. Limit one entry per person.

"We are thrilled to be a part of this contest, as it is directly in line with our mission of building a



**A new contest encourages kids to pitch in and help their parents stop smoking.**

healthier future for our children by reducing smoking and other tobacco use," said McGoldrick. "We want to reward those kids who have found successful methods for helping their parents stop smoking, and also provide other kids with the knowledge, tools and inspiration they may need to support their parents through a quit attempt."

The contest is sponsored by the Campaign for Tobacco-Free Kids and GlaxoSmithKline Consumer Healthcare—marketers of FDA-approved stop smoking products Nicorette® gum, NicoDerm® CQ® patch and Commit® lozenge.

For official rules or how to enter the "C.H.A.M.P.S.S. Help Parents Quit Smoking" Contest, or to learn more about helping someone you love quit smoking, visit [www.champss.org](http://www.champss.org) or send a stamped, self-addressed envelope to C.H.A.M.P.S.S. Contest, P.O. Box 804, Southport, CT 06890-0804.

For a list of finalists and grand prize winner, visit [www.champss.org](http://www.champss.org) after April 5, 2004 or send a stamped, self-addressed envelope to the above address by April 16, 2004.