

# Children's HEALTH

## Kids To Kick Smoking's Butt March 31

(NAPSA)—Every day in the U.S., another 2,000 children become regular, daily smokers. One-third of them will die prematurely from a smoking-caused disease. If current trends continue, more than six million of today's children will eventually die from smoking.

In growing numbers, America's youth are fighting back against these terrible statistics. They're educating their peers about the dangers of smoking and urging elected officials to pass laws that help reduce tobacco use.

For instance, each year, thousands of kids across the country participate in Kick Butts Day, a national event sponsored by the Campaign for Tobacco-Free Kids, that makes kids leaders in the effort to stop youth tobacco use. This year's events are on March 31.

According to Campaign President Matthew L. Myers, this year's events will focus on two important messages. "Kids want the tobacco industry to stop targeting them with advertising and they want elected leaders at all levels to do more to protect them from tobacco."

Each year, Kick Butts Day efforts include surveying tobacco advertising in their communities, urging local officials to support anti-tobacco ordinances and tossing caps, hats, jackets and other items carrying tobacco brand names into giant dumpsters. In 2003, youth carried out more than 1,500 events.



CAMPAIGN  
for  
TOBACCO-FREE  
Kids®

**Stand out.  
Speak up.  
Seize control.™**

**Not Kidding Around—Every year, children across the country participate in Kick Butts Day. The initiative helps make children leaders in the fight against smoking.**

"Kids are a powerful part of the solution to reducing youth tobacco use," says Myers.

Tobacco use is the leading preventable cause of death in the U.S., killing more than 400,000 people every year. By preventing kids from ever starting to smoke, it's hoped that Kick Butts Day can help change that.

For more information, visit [www.kickbuttsday.org](http://www.kickbuttsday.org).