

## Support a Smoke-Free LSU

### **LSU Fresh Campus/SmokingWords Celebrates Kick Butts Day with Free Food, Special Guest**

The national organization, Tobacco-Free Kids has rewarded LSU Fresh Campus/SmokingWords student organization \$250 to host a tailgate catered by Walk-Ons for Kick Butts Day. The event will be held March 19, 2014, from 4 to 6 p.m. on the Journalism Building patio (located at LSU) or in the Holliday Forum in case of rain.

The tailgate will be before the LSU baseball game against the University of South Alabama at 6:30 p.m. at Alex Box Stadium and will have special guest, Ritney A. Castine, Campaign for Tobacco-Free Kids associate director, youth advocacy. Fresh Campus/SmokingWords and the Manship School of Mass Communications PR students will celebrate Kick Butts Day and LSU's progress toward becoming a smoke-free campus with a memorable educational tailgate.

“What could be better than celebrating LSU's progress toward becoming a smoke-free campus with free food from Walk-Ons? We thank Tobacco-Free Kids for supporting Fresh Campus' efforts,” says Derick Bercegeay, Fresh Campus/SmokingWords acting president.

Fresh Campus/SmokingWords will have an informational table with giveaways and information about Act 211 and LSU's progress toward establishing a campus tobacco policy from 9 a.m. to 2 p.m. on March 19 in Free Speech Plaza.

Event is free and open to the public.

#### Why should LSU become tobacco free?

More than 90 percent of smokers begin before the age of 26, and 50 percent of those who smoke as adolescents will continue smoking for at least 16 to 20 years. Tobacco use is a no-win situation for everyone. According to SmokingWords research, almost 30 percent of our undergraduates are now smokers – and an increasing number are arriving as non-smokers and then start using tobacco products during their freshman year. Yet, 25 percent of undergraduate students report they are adversely affected by exposure to secondhand-smoke and many avoid Middleton Library and the Student Union because of the large amount of secondhand smoke near the entrances to these important locations.

### More About Kick Butts Day

Kick Butts Day is a national day of activism that empowers youth to stand out, speak up and seize control against the tobacco industry. Events are held around the world in honor of tobacco cessation on this day.

### About Fresh Campus/SmokingWords

Fresh Campus Campaign is a college advocacy campaign sponsored by the Louisiana Tobacco-Free College Initiative. The initiative is led by 10 schools which include: Southern University at New Orleans, Xavier University of Louisiana, Dillard University, Louisiana State University-Baton Rouge, Nicholls State University, Louisiana State University-Eunice, SOWELA Technical College, Louisiana State University-Alexandria, Grambling State University and Southeastern Louisiana University. Fresh Campus sponsors the national events Kick Butts Day and The Great American Smokeout. Fresh Campus/SmokingWords is the organization at LSU and was founded by Manship School professor, Dr. Judith Sylvester in 2000. The state Fresh Campus organization funds Fresh Campus/SmokingWords at LSU which is an educational program that allows students to actively participate in the promotion of smoke-frees living.

### About Tobacco-Free Kids

Tobacco-Free Kids is a campaign focused on reducing tobacco use and its deadly toll in the United States and around the world. The campaign strives for a future free of the death and disease caused by tobacco.