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MEDIA RELEASE

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FOR IMMEDIATE RELEASE
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World No Tobacco Day

On May 31st, Western Wisconsin Working for Tobacco-Free Living (W3TFL) is asking you to join in World No Tobacco Day. This day, organized by the World Health Organization, strives to help fight the single most deadly and expensive cause of preventable disease on the planet and hopes to raise awareness of the destructive force of tobacco. It affects lives, communities and our children's future.

World No Tobacco Day is a worldwide effort to mobilize community members, including state policy makers, faith organizations and community leaders, to do what we can to combat this threat. In Wisconsin alone, tobacco kills nearly 7,000 each year and costs \$4.5 billion in health care costs and lost worker productivity.

Wisconsin's Tobacco Prevention and Control Program has made great progress over the last decade, dropping adult and youth smoking to historic lows. With these great gains there is still a lot of progress to be made. We need healthy citizens, lower health care costs and a healthy future for our children. Continuing Tobacco Prevention and Control efforts in Wisconsin helps make all of that possible. On World No Tobacco Day, let's join the global community in making tobacco a top priority. To learn more about what you can do to make a difference on World No Tobacco Day go to <http://www.who.int/tobacco/wntd/2013/en/>

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Our mission is to assure the health of the public, prevent disease and injury, promote health behaviors, and protect against environmental hazards.
