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News Release

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FOR IMMEDIATE RELEASE

Project 1200 Display Illustrates the Toll of Tobacco for “Kick Butts Day”
Display incorporates 1,200 empty pairs of shoes to symbolize the number of daily tobacco-related deaths

LAS VEGAS – April 5, 2006 – The Southern Nevada Health District and community partner agencies joined 20 major cities across the country in highlighting the impact of tobacco use and exposure to secondhand smoke for National Kick Butts Day.

A day-long display at the Fashion Show Mall incorporates 1,200 empty pairs of shoes to represent the 1,200 tobacco-related deaths that occur each day in the United States. A personal story, quote or fact is attached to each pair of shoes to emphasize the real people that have been lost due to tobacco. Additionally, commercials about the health consequences of cigarette and cigar smoke air throughout the day on the large television screens above center stage.

“Tobacco is not only a primary cause of illness and death, but a contributing factor which can worsen a number of chronic health conditions,” said Dr. Lawrence Sands, director of community health for the district. “Efforts in recent years have decreased the smoking rate among area adults 30 percent, but there is still much more that can be done to protect the health of our families and community.”

“According to a recent health district survey, a majority of Clark County residents believe that people should be protected from secondhand smoke,” said Dr. Donald Kwalick, chief health officer. “By eliminating smoking in restaurants, convenience stores, video arcades and bars that serve food, the Nevada Clean Indoor Air Act will serve to further the health goals of the community,” said Kwalick.

Now in its 11th year, Kick Butts Day is a national event that calls attention to the dangers of tobacco use and secondhand smoke. The Project 1200 display is a related effort to raise awareness about the fact that 1,200 people die each day due to tobacco use.

For more information about tobacco cessation resources in Clark County, members of the public may visit www.getthehealthyclarkcounty.org.

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