



FOR IMMEDIATE RELEASE
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Southern Nevada Health District airs testimonials supporting the Nevada Clean Indoor Air Act

LAS VEGAS - The Southern Nevada Health District begins airing a radio campaign today featuring members of the public providing personal testimonials on their experiences since the passage of the Nevada Clean Indoor Air Act.

The campaign will air through November 18, 2007. Testimonials used in the campaign were recorded by health district tobacco control program staff at the Bite of Las Vegas event on October 20. Attendees visiting the tobacco control program booth were provided educational materials and invited to discuss how the Nevada Clean Indoor Air Act impacted them. All participants agreed to be recorded for the radio spots.

Participant comments include the positive effects they've experienced in a variety of establishments including restaurants, employee break rooms and grocery stores.

"We felt it was important to recognize the many positive changes that have come about since the passage of the Nevada Clean Indoor Air Act, and who better to comment than the individuals and families who have enjoyed the benefits of the new law," said Dr. Lawrence Sands, chief health officer of the Southern Nevada Health District.

The testimonials, and more information about the Nevada Clean Indoor Air Act, are also available on the Southern Nevada Health District website at www.SouthernNevadaHealthDistrict.org. The radio spots were funded with a grant from the Task Force for the Fund for a Healthy Nevada

More information on the health district tobacco control program is available at www.GetHealthyClarkCounty.org.

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MEDIA CONTACTS

Jennifer Sizemore: Sizemore@snhdmail.org | 702.759.1225