



FOR IMMEDIATE RELEASE
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Health District congratulates PRCA for ending tobacco sponsorships

LAS VEGAS -- The Southern Nevada Health District congratulates the Professional Rodeo Cowboys Association (PRCA) for ending its national sponsorship with the U.S. Smokeless Tobacco Company (USSTC) after 2009.

“We applaud the PRCA for ending tobacco sponsorship of its rodeos,” said Dr. Lawrence Sands, chief health officer. “This action makes a very powerful statement regarding the Association’s commitment to encouraging a tobacco-free lifestyle for young people.”

For several years, a number of tobacco control advocates and community members have called for an end to tobacco sponsorship of rodeos.

Nationwide, 14 percent of boys between the ages of 12 and 17 use smokeless tobacco.

Tobacco control advocates nationwide are circulating an open letter in praise of the PRCA’s decision to allow its sponsorship agreement with USSTC to expire and to encourage the Association to establish rodeo as a tobacco-free sport. In addition, they are working with the Campaign for Tobacco-Free Kids to obtain grassroots support for their efforts.

For information about tips to quit smoking, contact the health district’s Office of Chronic Disease Prevention and Health Promotion, (702) 759-1270 or visit www.GetHealthyClarkCounty.org.