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# News Release

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FOR IMMEDIATE RELEASE

## **MEDIA ADVISORY**

Gourmet Restaurants Extinguish Smoking During Two-day SmokINg is OUT! Campaign Spearheaded by Clark County Health District Second annual smoke-free dining weekend slated for November 18 and 19.

**WHO:** Clark County Health District in partnership with five fine restaurants will be hosting their second annual "SmokINg is OUT! Campaign in November. This two-day event is designed to bring community awareness of the health implications of tobacco usage as well as provide an alternative for both smokers and non-smokers to enjoy fine dining in an entirely smoke-free environment. Upscale restaurants participating in this year's event include:

- Spiedini Italian Cuisine in The Regent
- OXO Steak and Seafood House in The Regent
- Osaka's Japanese Cuisine on Lake Mead
- Ferraro's Italian Ristorante in Summerlin
- Pamplemousse French Cuisine

**WHAT:** Host the second annual "SmokINg is OUT!" campaign, a public health awareness campaign. On Saturday and Sunday, November 18 & 19, these restaurants will be totally smoke-free. Harlequinned characters will guide diners to sample signature desserts prepared by the chefs which will be served on commemorate plates. Diners will be asked to complete a brief survey and be entered to win a trip to a Napa Valley where they'll enjoy a wine train dinner excursion, and a balloon ride over the grapes of the beautiful Napa Valley.

WHERE: Restaurants are currently accepting reservations for November's event:

- o Spiedini in The Regent 221 N. Rampart Boulevard, 869-8500
- o Oxo in The Regent, 221 N. Rampart Boulevard, 869-8500
- o Ferraro's in Summerlin, 1916 Village Center Circle, 562-9666
- o Osaka's, 7511 W. Lake Mead, 869-9494
- o Pamplermousse, 400 E. Sahara Avenue, 733-2066

WHEN: To coincide with the American Cancer Society's national Great American Smoke-out, Saturday and Sunday, November 18 & 19, 2000. Restaurants will be open their regular operating hours.

WHY: Research from the Health District's 1999 campaign as well as the Gallup Poll indicates that both smokers and non-smokers are desirous of dining smoke-free at finer establishments. The 2000 theme reflects contemporary culture's fascination with trends, while appealing to an increasingly sophisticated and committed health conscious community.

"Smoking is OUT of touch! Smoking is OUT of date!  
Smoking is OUT to hurt your body!...So, let's do the IN thing and  
eat OUT—Smoke Free!"

For more information regarding the campaign, please contact Chayra Communications at 702-658-3236. For reservations, please call the respective restaurants.

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