

News Release

Contacts: David Tonelli
(702) 383-6320
Jennifer Sizemore
(702) 383-1225

FOR IMMEDIATE RELEASE

New Secondhand Smoke Billboards Debut Today

(Las Vegas, Nev., - December 3, 2004) - The Clark County Health District Tobacco Control Program debuts two new billboards today in an effort to raise awareness of the health dangers of secondhand smoke. The billboards, slated to run throughout the month of December, feature the message "secondhand smoke doesn't care which section you're in," referring to the ability of smoke to permeate into non-smoking dining areas. The ads build on the district's recent Smoke Free Restaurant campaign and other efforts to educate the general public about health risks presented by environmental tobacco smoke:

- Increased risk for lung cancer and coronary heart disease in nonsmoking adults.
- Increased risk for sudden infant death syndrome (SIDS), asthma, bronchitis and pneumonia in young children.

The billboards have been placed in the following locations: W. Tropicana Ave. at S. Valley View Blvd. and on southbound Interstate 15 just south of the Charleston Blvd. exit.

Simulated smoke is released at regular intervals by a theatrical fogger attached to the billboard. The fog fluid is composed of polyethylene glycol and de-ionized water, substances considered non-hazardous and biodegradable. The Clark County Department of Air Quality & Environmental Management has issued a letter of exemption for the billboards, noting they do not "discharge air contaminants or other materials which cause injury, detriment, nuisance or annoyance to any number of persons or the public, or which endanger the comfort, repose, health or safety of any such persons or public...."

For more information, contact the Clark County Health District Tobacco Control Program at (702) 759-1270 or visit <http://www.gethealthyclarkcounty.org>.

###