



**FOR IMMEDIATE RELEASE**  
**March 23, 2010**

**Kick Butts Day, March 24**

**LAS VEGAS** – The Southern Nevada Health District and its community partners will commemorate Kick Butts Day, Wednesday, March 24. The nationwide initiative seeks to stop tobacco use by children and young adults. The annual event is sponsored by the Campaign for Tobacco-Free Kids.

In recognition of Kick Butts Day, more than 60 performers joined forces at a local shopping center and staged a six-minute “flash mob” dance event to support the health district’s anti-smoking programs. The event featured professional dancers as well non-professionals of all ages; the piece was choreographed to music relevant to anti-smoking themes and the video is available on the health district’s YouTube channel at <http://www.youtube.com/watch?v=PjDtG22OdOQ>.

The health district’s Tobacco Control Program combats youth tobacco use by developing programs that go beyond traditional methods, such as extensive social marketing programs, teen-focused counter-advertising activities, community outreach programs that reach into minority communities, and campaigns developed for alternative lifestyles.

The health district’s Tobacco Control Program has received recognition for its programs to reduce smoking rates in Southern Nevada. By using CDC’s Best Practices models, the Tobacco Control Program has developed activities and policy efforts that have contributed to a significant decrease in youth and adult smoking rates, expanded programs directed toward diverse communities, and increased knowledge of the dangers of secondhand smoke.

Each year, approximately 2,500 Nevadans under age 18 become daily smokers. Healthcare costs are about \$565 million for smoking-related illnesses and 3,300 Nevadans die from smoking-related illnesses each year.

Updated information about the Southern Nevada Health District can be found on Facebook [www.facebook.com/SouthernNevadaHealthDistrict](http://www.facebook.com/SouthernNevadaHealthDistrict), on YouTube [www.youtube.com/SNHealthDistrict](http://www.youtube.com/SNHealthDistrict) or Twitter : [www.twitter.com/SNHDInfo](http://www.twitter.com/SNHDInfo), Ez2stop – [www.twitter.com/ez2stop](http://www.twitter.com/ez2stop) and Get Healthy Clark County, [www.twitter.com/gethealthycc](http://www.twitter.com/gethealthycc)