

Children's Health

Wristbands Help Strengthen Resolve To Quit Smoking

(NAPSA)—Did you know that 1200 Americans die every day from smoking and exposure to secondhand smoke? That is one person every 72 seconds.

As part of a campaign to raise awareness about the terrible toll that tobacco use continues to take in health and lives, the Campaign for Tobacco-Free Kids has introduced bright red rubber wristbands that are imprinted with the number 1200. A growing number of people across the country are wearing the wristbands to take a stand against tobacco. People are wearing the wristbands to:

- Remember a loved one who has died from smoking.
- Support someone who is trying to quit.
- Speak out about the dangers of tobacco use and secondhand smoke.
- Support effective action against this serious problem.

The wristbands are available for \$1 each on the Internet at www.tobaccofreekids.org. Proceeds benefit the Campaign for Tobacco-Free Kids, a nonprofit organization dedicated to protecting children from tobacco addiction and saving lives by reducing tobacco use and exposure to secondhand smoke.

Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined. Tobacco use is the leading preventable cause of death in the United States, killing more than 400,000 Ameri-



This wristband reminds people that every day 1200 Americans die from smoking and exposure to smoke.

cans and costing the nation more than \$75 billion in health care bills each year. Ninety percent of smokers start at or before the age of 18. Every day, another 2,000 kids become regular smokers, and one-third of them will die prematurely as a result.

“The 1200 wristband serves as a constant reminder of the devastating toll that tobacco takes on our children and our families,” said Matthew L. Myers, president of the Campaign for Tobacco-Free Kids. “Wearing the wristband is a simple yet empowering way for kids and adults to take a stand against tobacco. It is a reminder of those we have lost to tobacco, a symbol of commitment and encouragement for those trying to quit and an expression of support for effective action against this serious problem.”