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**PRESS RELEASE- For Immediate Release**

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**Magic Valley Tobacco Free Coalition Celebrates National Kick Butts Day**

TWIN FALLS- On March 24, young people from the Magic Valley Tobacco Free Coalition (MVTFC) are joining thousands of kids across the country who are taking part with the Campaign for Tobacco-Free Kids in Kick Butts Day (KBD), a nationwide initiative that makes kids the leaders in the effort to stop youth tobacco use.

As part of the KBD celebration, the MVTFC will set up an informational display at the Magic Valley Mall on March 23 through the 25. Members of the coalition will be at the mall March 24 from 12 to 6 p.m. to provide information, answer questions about youth tobacco use and prevention in the Magic Valley, and sign up anyone interested in becoming a member of the coalition. During this event, the MVTFC will be introducing the "Healthy Parks, Healthy Kids" initiative to the Twin Falls mayor and City Council. This initiative proposes prohibiting smoking in all city parks.

Tobacco is the leading preventable cause of premature death in Idaho, killing more people than alcohol, drug use, car accidents, murders, suicides, and AIDS combined. Every day, more than 3,000 kids try their first cigarettes; another 1,000 kids become addicted smokers, one-third of whom will die prematurely as a result.

Throughout the year, young advocates take part in a variety of activities to protect kids from tobacco including working with elected officials to develop policies that reduce youth tobacco use, their exposure to secondhand smoke, and educating their peers about tobacco companies' deceptive marketing practices.

For more information about the KBD event at the Magic Valley Mall, contact Elvia Caldera at 737-5988 or visit the Kick Butts Day website at [www.kickbuttsday.org](http://www.kickbuttsday.org). For information on the “Healthy Parks, Healthy Kids” initiative, visit [www.phd5.idaho.gov](http://www.phd5.idaho.gov).

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