

**For Immediate Release:**

May 8, 2007

**Contacts:**

YOUR NAME, YOUR ORGANIZATION, YOUR PHONE NUMBER

**NAME OF CITY Restaurants Go Smoke-Free for Mother's Day**

(NAME OF CITY) – Mother's Day is a time to honor and treat Moms. A popular way to do that is to take Mom out to eat. When the restaurant is smoke-free, Mom gets a double treat ... a good meal and clean air.

"This year NUMBER restaurants in NAME OF CITY will be smoke-free for Mother's Day," said YOUR NAME with YOUR COALITION NAME. "Smoke-free restaurants provide a healthier, more enjoyable dining experience for their customers, plus a healthier atmosphere for the people who work there," added YOUR LAST NAME.

According to the 2006 U.S. Surgeon General's report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, nonsmokers who are exposed to secondhand smoke at home or at work are at a higher risk of developing heart disease and lung cancer. The report also says "separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposure to secondhand smoke."

"The restaurants that have agreed to be smoke-free for Mother's Day will treat both their employees and customers to the freshness of clean air," said YOUR LAST NAME.

NAME OF YOUR COALITION/ORGANIZATION is a joint effort that focuses on keeping youth from starting to use tobacco, reducing access to tobacco products, and eliminating exposure to secondhand smoke. It's funded by the Nebraska Health and Human Services System/Tobacco Free Nebraska Program as a result of the tobacco master settlement agreement.

For more information on tobacco prevention activities in NAME OF COUNTY OR COMMUNITY, call YOUR PHONE NUMBER.

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EDITOR'S NOTE: A LIST OF RESTAURANTS THAT WILL BE SMOKE-FREE FOR MOTHER'S DAY IS ATTACHED.