SFA 5th Anniversary Press Release Template   
Drafted June 11, 2015

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**(ORG. NAME) celebrates five years of smoke-free air in Wisconsin**

*Despite progress, group asserts tobacco still a problem for state*

**(City, WI)** – Wisconsin employees and customers are healthier as a result of the state’s smoke-free law, say members of the **(ORG. NAME)**.

“Since the law took effect in 2010, we’ve seen less smoking, better indoor air quality and bartender health, and more smoke-free home rules” said **(CONTACT NAME)**. “In just five years, the law has reshaped social norms around smoking and improved the health of Wisconsinites statewide.”

Health advocates say the combination of the smoke-free law, higher tobacco prices, and the state’s comprehensive tobacco prevention and control program have driven youth and adult smoking rates to all-time lows.

However, says **(CONTACT NAME)**, there is still much more work to be done to reduce tobacco’s burden on the state.

“Even though our smoking rates are down, we’re seeing more people using other types of tobacco products, like smokeless tobacco, little cigars, and e-cigarettes” said **(CONTACT NAME)**. “This is especially a problem with our young people.”

Data from the 2014 Wisconsin Youth Tobacco Survey reports around 10% of Wisconsin high school students currently use smokeless tobacco products and around 8% report using e-cigarettes. National data from the U.S. Centers for Disease Prevention and Control also shows more youth turning to e-cigarettes—with high school use of the products tripling in just the last year.

“Sometimes there’s a perception that tobacco isn’t a problem anymore because of the smoke-free law, but it’s important to remember that tobacco still takes a toll on our state” continued **(CONTACT NAME)**. “Tobacco costs us $4.6 billion annually in health care and lost productivity. 7,000 Wisconsin lives are also lost to tobacco-related illness each year. We have to continue our efforts to help adults quit tobacco products and prevent youth from every starting the deadly addiction.

Adult tobacco users who are ready to quit can receive free help and medications by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW. For more on tobacco prevention and control efforts in **(COUNTY/COMMUNITY)** visit **(COALITION URL)**.

-30-