

News Release – 2 pages

From the Knox County Health Department

For Immediate Release
April 30, 2008

For more information, contact:
Mike Whitaker, 392-2200 ext. 2233

Knox County *stand* Team Nationally Recognized

The Knox County **stand** Team has received national recognition for a public service announcement video it created titled “*What’s In a Cigarette.*” The 30 second claymation-style video was composed by stand team students from East Knox and Mount Vernon high schools. The video placed fourth in the first annual Kicking Butts on Film contest sponsored by the Campaign for Tobacco-Free Kids. Over 40 video entries were submitted from across the United States and Canada.

All entries were intended to influence public attitudes by raising awareness about specific social issues. Youth were to create a PSA video based on one of three topics:

- Send a message to Big Tobacco
- Cigarette ingredients
- How the tobacco industry targets youth

“*What’s In a Cigarette*” is an innovative video showcasing over 4,000 chemicals added to every cigarette while the main theme from the movie *Jaws* plays in the background. Five **stand** team members participated in making the video. Over 12 hours of work and over 250 individual pictures were taken as the team molded and moved the clay for each picture.

The Knox County **stand** Team is part of a statewide youth movement that empowers youth to reject tobacco and to create a change. The team is led by advisor, Josh Van Pelt of the Knox County Health Department. As part of their reward from the Campaign for Tobacco Free Kids, the **stand** team will receive prizes as well as a posting of their PSA video on www.youtube.com. The video can also be seen on the health department’s website at www.knoxhealth.com.

“I am thrilled with the team’s success,” said Mike Whitaker, tobacco prevention manager with the Knox County Health Department. “The teens are very dedicated and passionate about getting their message to other youth. They want to make sure that kids don’t start tobacco.”

For more information about the Knox County **stand** Team, contact Whitaker at the health department at 392-2200, ext. 2233 or via email at mwhitaker@knoxhealth.com.