



N.C. STEP “No Spit” All-Stars – Week Eight Nominees

Campaign honors best high school football players who have pledged not to use spit tobacco

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CANTON, NC - The North Carolina Spit Tobacco Education Program (N.C. STEP) is honored to announce this week's nominees for the N.C. STEP “No Spit” All-Stars of the Week. The campaign honors the best high school football players in the state who have pledged not to use spit tobacco or any tobacco products – on or off the field! Each nominee has signed the N.C. STEP “No Spit” All-Star pledge not to use spit tobacco.

N.C. STEP “No Spit” All-Star of the Week – Nominees

Khris Francis – Durham Hillside	Francis rushed for 176 yards with three touchdowns to lead Durham Hillside to a 36-7 win over Durham Jordan. E-mail your for Durham Hillside's Khris Francis.
David Herlocker – Charlotte Christian	Herlocker rushed for 109 yards on just four carries with two touchdown runs in Charlotte Catholic's 49-0 win over Harding. E-mail your for Charlotte Christian's David Herlocker.
Justin Hughes – Mitchell	Hughes rushed for 171 yards with three touchdowns (8, 47, 28) in Mitchell's 21-20 win over Hendersonville. E-mail your for Mitchell's Justin Hughes.
Ken McDowell – Gray's Creek	McDowell ran for 247 yards with four touchdowns to lead Gray's Creek to a 38-16 win over South View, the school's first-ever victory over the Tigers. E-mail your for Gray's Creek's Ken McDowell.
Austin Moss – Hayesville	Moss has 12 receptions this season for 204 yards with five touchdowns for Hayesville. E-mail your for Hayesville's Austin Moss.

Fans can vote for the weekly winner online at www.TheSportsFlash.com. Voting ends at 9:00 P.M. EDT on Thursday. The winner will be announced on Friday.

Coaches, parents, and fans can nominate any player for the N.C. STEP “No Spit” All-Star of the Week. To be eligible for the weekly award, the student-athlete must pledge not to use tobacco, understanding that spit/smokeless tobacco does not mean harmless. Spit/smokeless tobacco contains more than 28 cancer-causing agents. These cancer-causing agents are present in cigarettes, cigars, smoke, and all forms of smokeless tobacco, including spit, snuff, and chew. Student-athletes from across the state can download the N.C. STEP “No Spit” All-Stars pledge online at www.TheSportsFlash.com.

In the Oral Health America 2006 Spit Tobacco Report Card, the nation received a "D" for the use of spit tobacco. That means between 12 to 20 percent of all high school males in the country have used spit tobacco in the last 30 days. This campaign is designed to educate young people in North Carolina about the dangers of spit tobacco and reinforce the healthy, lifestyle choice not to use tobacco products, especially spit tobacco.

N.C. STEP is an effort design to educate North Carolinians about the dangers of spit tobacco. Each year, between 10 to 16 million Americans put their health at risk by using spit tobacco. N.C. STEP's mission is to prevent people, especially young people, from starting to use spit tobacco. For more information about N.C. STEP, contact Paul Turner at (828) 648-1211.

Tobacco.Reality.Unfiltered, commonly known as TRU, is North Carolina's first-ever statewide youth tobacco prevention multi-media campaign that uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade young people from using tobacco. This grassroots initiative includes the TRU media campaign, a college tobacco prevention initiative and a grant program with grants covering every county in the state.

"The Sports Flash" (TSF) Radio Network delivers customized, local sports reports to 175 network affiliates in 13 different states, reaching more than 2.1-million listeners each week. In North Carolina, TSF Radio Network has 30 affiliates. TSF Radio Network provides the day-to-day management of the campaign and has managed "Tobacco Free" or "No Spit" campaigns for many organizations, including: Get Healthy Kentucky; South Carolina Department of Health & Environmental Control; Montana's Tobacco Use Prevention Program; and Wyoming Through With Chew. For more information about TSF Radio Network, contact Mike Sinnott at (517) 927-4570.

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