



Wilmington Laney's Mike Sheehan voted N.C. STEP "No Spit" All-Star of the Week

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

FOR IMMEDIATE RELEASE
September 9, 2011

CONTACT: Mike Sinnott
(517) 927-4570

CANTON, NC - The North Carolina Spit Tobacco Education Program (N.C. STEP) is pleased to honor Wilmington Laney's Mike Sheehan as the N.C. STEP "No Spit" All-Star of the Week. Sheehan had 428 yards of total offense with six touchdowns in a 54-13 win over previously-unbeaten South Brunswick, 54-13. Sheehan had 345 yards passing with three scores while rushing for another 85 yards with three touchdowns. As a weekly winner, Sheehan is now a finalist for the N.C. STEP "No Spit" All-Star of the Year.

The N.C. STEP "No Spit" All-Stars campaign honors the best high school football players in the North Carolina who have pledged not to use spit tobacco or any tobacco products – on or off the field!

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.

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 190 network affiliates in 13 different states, reaching more than 2.5-million listeners each week. In North Carolina, TSF Radio Network has 30 affiliates. TSF Radio Network will provide 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.

For more information about the N.C. STEP "No Spit" All-Stars campaign, please contact TSF Radio Network's Mike Sinnott at (517) 927-4570 or e-mail ncnospitallstars@thesportsflash.com.

###



