



Maiden's Matt Johnson 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

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CANTON, NC - The North Carolina Spit Tobacco Education Program (N.C. STEP) is pleased to honor Maiden's Matt Johnson as the N.C. STEP "No Spit" All-Star of the Week. Johnson rushed for 388 yards with six touchdowns while adding a scoring strike in a 62-39 win over Newton-Conover. For the season, Johnson has 1,225 yards of total offense with 11 touchdowns in six games this season, averaging 204.1 yard of offense per game. As a weekly winner, Johnson 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.

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