



2011 N.C. STEP "No Spit" All-Star of the Year Finalists

Campaign honors the best player in the state who have pledged not to use spit tobacco

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CANTON, NC – The North Carolina Spit Tobacco Education Program (STEP) is proud to announce the ten finalists for the 2011 N.C. STEP "No Spit" Football All-Star of the Year. Voting will begin for the N.C. STEP "No Spit" Football All-Star of the Year begins at midnight on Monday, November 7 and will end at midnight on Sunday, November 20. The winner of the 4th Annual N.C. STEP "No Spit" Football All-Star of the Year will be announced on Monday, November 21. Fans from across the state can vote for the N.C. STEP All-Star of the Year online at www.TheSportsFlash.com.

N.C. STEP "No Spit" Football All-Star of the Year – Finalists

- **Larenz Bryant - Vance**
- **Jordan Collins – Andrews**
- **Seth Curtis - Murphy**
- **David Herlocker – Charlotte Catholic**
- **TySean Holloway – Asheville**
- **Justin Hughes - Mitchell**
- **Matt Johnson - Maiden**
- **Mike Sheehan – Laney**
- **Adam Smith – Davie County**
- **David Washington – Southeast Raleigh**

N.C. STEP has honored three "No Spit" All-Stars of the Year for football, including: Madison's Dalton Ledbetter (2010); Jack Britt's Eric Johnson (2009); and Mt. Pleasant's Evan Seymour (2008).

Each finalist has pledged not to use smokeless tobacco, understanding that smokeless does not mean harmless, as spit 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. The nominees have made the healthy lifestyle choice not to use spit tobacco.

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. The campaign intends 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.

NC STEP is an effort designed 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. NC STEP's mission is to prevent people, especially young people, from starting to use spit tobacco. For more information about NC STEP, please 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.

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