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Fresh Campus Granted \$500 to Spread Kick Butts Day Awareness

LSU, BATON ROUGE, LA (March 10, 2014) – The Fresh Campus/SmokingWords student organization at Louisiana State University was awarded \$500 by Tobacco-Free Kids.

Manship School of Mass Communication Public Relations students are planning a tailgate to celebrate Kick Butts Day. Students will use the funds to host the event.

Kick Butts Day is a national day of activism. Youth leaders and health advocates organize different events. The day raises awareness of tobacco problems and encourages tobacco-free living. It also encourages elected officials to take action to protect children from tobacco.

Fresh Campus/SmokingWords acting president Derick Bercegeay explains, “We want to make Kick Butts Day a major event at LSU because everyone needs to be more aware of the toll tobacco use takes on Louisiana – 6,500 adult deaths and \$1.4 billion spent treating tobacco-related diseases annually.”

LSU’s Fresh Campus organization works in conjunction with other statewide Fresh Campus programs. The Tobacco-Free Kids organization strives to reduce tobacco use in the United States and throughout the world.

The tailgate will take place on March 19 from 4:30 to 6:30 p.m. before the LSU and South Alabama baseball game. It will be held on the Journalism Building patio. The students hope to create both a memorable and educational event. Students will pass out collateral items, such as t-shirts, brochures and buttons.

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