



FOR IMMEDIATE RELEASE
July 16, 2007

CONTACT: Emily Gerkin Palsrok
517-316-0210 (office)
517-862-5462 (cell)
epalsrok@baileypr.com

Smokefree Michigan advocates turn to technology to spread their message

Campaign for Smokefree Air Launches Podcast Series Highlighting Testimony

Lansing, Mich. – Campaign for Smokefree Air (CSA) has launched a series of podcasts to raise awareness on the benefits of adopting smokefree legislation in Michigan. In the weekly series, *Benefits to a Smokefree Michigan*, health care experts, residents, and bar and restaurant owners speak about the public health advantages of adopting statewide smokefree legislation in Michigan.

“Using podcast technology allows our smokefree advocates to be heard by a much larger audience,” said Katherine Knoll, CSA spokesperson. “We are always looking for new ways to spread the message that the Michigan Legislature needs to step up and protect the health and safety of residents by making all worksites smokefree.”

The current podcast features Daniel Haberman, owner and operator of the Bosco Lounge in Ferndale, discussing how a statewide smoking ban is an important public health step that actually could boost business. The series was kicked off by Dr. Ron Davis, president of the American Medical Association and Director of Disease Prevention for the Henry Ford Health System, who talked about the health implications from smoking and secondhand smoke.

Michigan advocates for smokefree workplaces recently made their cases before the House Commerce Committee when they testified and urged the immediate passage of House Bill 4163, creating smokefree workplaces statewide, including restaurants and bars – hoping to make Michigan the 32nd smokefree state in the U.S.

The podcast is available on iTunes and other online podcast directories. To listen to or download the podcast, visit <http://makemaiirsmokefree.org/podcasts.php>

About CSA

The Campaign for Smokefree Air is a grassroots coalition with more than 165 members, including leadership from the American Cancer Society, American Heart Association, American Lung Association of Michigan, Michigan Hospital Association, Blue Cross Blue Shield of Michigan and Michigan State Medical Society, as well as other statewide groups that support making workplaces, including restaurants and bars, smokefree. For more information about the Campaign for Smokefree Air, please visit www.MakeMIAirSmokefree.org.

###