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Campaign for Smokefree Air Announces MI Smokefree Video Challenge

CSA encourages supporters to use technology to tell lawmakers why Michigan should go smokefree

Lansing, Mich. –The Campaign for Smokefree Air (CSA) today announced their Smokefree MI Video Challenge, in which people from across the state can submit a video to You Tube telling state senators why they feel Michigan should go smokefree. Winning contestants will receive a weekend getaway and their concept will be considered for future CSA advertising and promotional materials.

“CSA is pleased to give advocates a chance to use their creative voices to urge Michigan lawmakers to make all workplaces smokefree, including restaurants and bars,” said Susan Schechter, spokesperson for CSA.

Interested participants can visit CSA’s Web site at www.MakeMIAirSmokefree.org for a full list of MI Smokefree Video Challenge rules and directions for submission on CSA’s YouTube group page, <http://www.youtube.com/group/MISmokefreeChallenge>.

Video submissions can be up to two-minutes in length and must be posted on the CSA YouTube group Web site by March 14, 2008. The MI Smokefree Video Challenge is open only to legal residents in Michigan. Amateur and professional videographers of all ages are welcome. The entry winner will be awarded a weekend getaway to a smokefree city of their choosing (up to a \$500 value).

CSA continues to urge Michigan lawmakers to join the national and international smokefree trend by making Michigan worksites smokefree. Currently, more than 30 states in the nation already have comprehensive smokefree policies. HB 4163, which would make all worksites in Michigan smokefree, including restaurants and bars, passed in the House in December 2007 and was referred to Senate Government Operations and Regulations Committee.

About CSA

The Campaign for Smokefree Air is a grassroots coalition with more than 250 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, Pfizer 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.

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