

March 17, 2011

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MEDIA ADVISORY

EVENT: KISS Smoking Goodbye and Enjoy Being Smoke-Free

WHAT: The DeKalb County Board of Health, in collaboration with KISS 104.1 FM, presents “**KISS Smoking Goodbye**” as a part of DeKalb Putting Prevention to Work, a project of the DeKalb County Board of Health (DCBOH) and The Department of Health and Human Services.

This free public event targets the nearly 70,000 DeKalb County residents who are current smokers and features a variety of health education and community resources to aid with smoking cessation. KISS 104.1 FM is encouraging listeners who smoke to visit the DCBOH and toss packs of cigarettes to start the journey towards being smoke-free. Nonsmokers can also learn about the dangers of tobacco and preventing exposure to secondhand smoke. Participants can enter to win prizes from KISS 104.1 FM including t-shirts, concert tickets, VIP experiences and more.

DeKalb Putting Prevention to Work is an ongoing effort to promote a healthy lifestyle that includes eating right, staying active, seeing a doctor and being smoke-free.

WHO: KISS 104.1 FM and the DeKalb County Board of Health

WHEN: Friday, March 18, 2011 from Noon until 1 p.m.

WHERE: Clifton Springs Health Center
3110 Clifton Springs Rd., Suite D
Decatur, GA 30034

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DeKalb County Board of Health

445 Winn Way – Box 987

Decatur, GA 30031

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