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**COUNTY EXECUTIVE NICK PIRRO ENDORSES
REALITY CHECK SMOKE-FREE MOVIE INITIATIVE**

Syracuse, NY—Reality Check of Onondaga County, a program of Prevention Network, announced today that County Executive Nicholas Pirro formally endorsed its *Smoke Free Movie Project*. In doing so, Onondaga County passed a resolution to support *The Reality Check Youth Action Project for Smoke-Free Hollywood Movies*. The resolution was signed at the County Executive's office on June 12, 2007.

According to Elizabeth Toomey, Onondaga County Coordinator of Reality Check, Hollywood movies with tobacco recruit as many as half of all new young smokers in the United States. The signing of the resolution is just one way to stop the film industry's efforts to influence teens through the glamorous depiction of smoking in movies.

For additional information about the *Smoke Free Movie Initiative*, contact Elizabeth Toomey at (315)-471-1359 or btoomey@PreventionNetwork.info

Reality Check is a youth-led movement created in 2000 by the New York State Department of Health Tobacco Control Program. Its participants are committed to exposing the manipulative and deceptive marketing practices of the tobacco industry. It is funded by the New York State Department of Health Tobacco Use Prevention and Control Program.