

A(15)011240

Student Leadership Conference on Prevention of Tobacco Use

Yellowknife (December 1, 2004) - Junior High students from across the Northwest Territories will be at Range Lake North School from December 3 – 5, 2004 for a conference on tobacco entitled *BLAST (Building Leadership for Action in Schools Today) 2004*. This unique conference focuses on prevention of tobacco use through leadership skills development.

In a positive peer environment, the participating youth focus on team building, personal empowerment and advocacy. Students develop project plans to implement in their own community, aiming to promote smoke-free lifestyles for their peers.

The conference is a partnership between the Alberta Lung Association and the Department of Health and Social Services, with additional funding from Health Canada's Tobacco Control Program. This is the third year *BLAST* has been offered in the NWT.

Georgina Lovell, author of "*You Are the Target: Big Tobacco, Lies, Scams, Now the Truth*" will be a presenter at this conference.

The media are invited to attend the conference to meet with Ms. Lovell after her presentation, along with students from communities such as Sachs Harbour, Wrigley, and Tsiigehtchic. A total of 16 groups of students will be attending.

For more information about BLAST, visit their website at <http://www.ab.lung.ca/smokingandtobacco.html>.

Date: Saturday, December 4, 2004
Time: 3:15 – 4:15 Presentation by Georgina Lovell, Project Moving Target
4:15 – 5:00 Opportunity to talk to Ms. Lovell and students
Location: Range Lake North School, Yellowknife

For more information contact:

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