

Is this the End of the Road for Smoking?

INUVIK (August 22, 2006) – Members of the media are invited to attend a photo opportunity with Sonny Simpson, the winner of the senior music category of the territorial *Create the Smoke Free Future* contest. Sonny is a man with a message – and he’s going to be performing his winning song, “Tobacco Rap – All That”, at the *End of the Road* Music Festival.

The contest is part of the *Don’t Be a Butthead* campaign, which originated in 2004 as an initiative of the Department of Health and Social Services, and has been educating youth across the north on the importance of staying smoke free.

As his prize, Sonny is developing his work, talent and technique with the help of arctic rapper Aaron Hernandez, a.k.a. Godson. Sonny’s rap was written and produced as part of the *Tobacco Rap* project, which was funded by the Department of Health and Social Services. Both Godson and Sonny will be participating in another series of the *Tobacco Rap* workshops in Inuvik, giving other youth the opportunity to have their say about smoking. Sonny will be performing his rap, demonstrating his work as well as his dedication to the smoke free lifestyle.

Where: Inuvik Youth Centre - 107 Mackenzie Road

When: Friday, August 25, 2006 from 7:00pm-9:00pm and
Saturday, August 26th from 1:00pm-4:00pm

For more information:

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