

PRESS RELEASE

FOR IMMEDIATE RELEASE:

December 8, 2009



Contact Person

Maria Luisa Tishner, Program Director
Indiana Latino Institute, Inc.
445 N. Pennsylvania Street, Suite 800
Indianapolis, IN 46204
(317) 472-1055
Fax (317) 472-1056
amccammon@indianalatinoinstitute.com
www.indianalatinoinstitute.com

HAMILTON COUNTY TEENS AMONG MORE THAN 100 YOUTH PLANNING ACTIVISM AGAINST 'BIG TOBACCO'

INDIANAPOLIS – VOICE youth from Westfield, Hamilton County, gathered in Indianapolis on Saturday, November 14 to participate in the first-ever Voice Youth Empowerment Event, a one-of-a-kind meeting of teens to plan upcoming movements against the tobacco industry.

Local members of VOICE, Indiana's youth-led movement against Big Tobacco and their unfair marketing tactics towards teens, spent the day immersed in creating activities aimed at encouraging youth not to use tobacco.

"The tobacco industry is using us (Indiana youth) as guinea pigs to increase their sales and turn us into addicts of their toxic products," said Oriana Esteves, student at Westfield High School.

Youth spent the bulk of the day working on audio, video and art projects to take back into their communities, as well as learning how to create effective grassroots campaigns using Facebook and other media tools.

Adult Allies dedicated to helping youth in their cause, provided facts and the equipment necessary to get teens on their way.

"Indiana is second in the nation for the highest percentage of smokers. It's our obligation to continue educating our youth so that they do not become the smokers of tomorrow," said Maria Luisa Tishner, Program Director, Indiana Latino Institute, Inc. The next step for all those who participated in the event will be to take what they have created and learned and apply it at the local level, whether it is during an activist event or online.

A similar event is scheduled to take place next February in Bloomington, Indiana.

###