

**EMBARGOED UNTIL MARCH 10, 2014**

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**Fresh Campus/Smoking Words awarded $500 for Kick Butts Day Activities**

**LSU, BATON ROUGE, La. (March 10, 2014) –** Louisiana State University’s Fresh Campus/SmokingWords student organization has been awarded a $500 grant to support its annual Kick Butts Day activities. Fresh Campus/SmokingWords received the grant from Tobacco-Free Kids, the organization that sponsors national Kick Butts Day.

The Kick Butts Day celebration will precede the LSU baseball game versus South Alabama starting at 6:30 p.m. at Alex Box Stadium. The event will include a tailgate from 4:30 to 6:30 on March 19, 2014, at the Journalism Building patio on the LSU campus.

Fresh Campus/SmokingWords will be partnering with Manship School PR students to create and promote an eventful, educational and memorable Kick Butts Day event. The main goal of the event is to celebrate and promote LSU’s progress toward becoming a smoke-free campus.

“We want to make Kick Butts Day a major event at LSU because everyone needs to be more aware of the toll tobacco use takes on Louisiana,” active Fresh Campus/SmokingWords president Derick Bercegeay said. “Sixty-five thousand adult deaths and $1.4 billion spent treating tobacco-related diseases annually.”

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LSU Fresh Campus/SmokingWords is one of 13 statewide chapters. Fresh Campus was created to empower college students to live healthy life-styles by avoiding the use of tobacco products and to invoke social change on tobacco policies on college campuses.

The sponsor for Kick Butts Day is Tobacco-Free Kids. Tobacco-Free Kids share a common goal with Fresh Campus of promoting to kids and young adults a healthy life-style free of tobacco products. Kick Butts Day is a national day of activism that empowers youth to stand up and speak out about the main issues surrounding tobacco use.

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