

Contact: [CONTACT PERSON'S NAME]  
Phone: [CONTACT PERSON'S PHONE NUMBER]

**FOR IMMEDIATE RELEASE**

Date: [CURRENT DATE]

**Residents Celebrate Cleaner Air with “Tasty Tuesdays”**  
Smoke-Free Bars and Restaurants Law Takes Effect January 2<sup>nd</sup>

**(YOUR TOWN)** – Ever wish you could enjoy that entrée without the odor of cigarette smoke? At midnight on January 2, # restaurants, bars and other businesses that serve food and drink in [YOUR] County will become smoke-free, to the delight of health advocates and the many local residents who are looking forward to healthier nights out. This will happen as a result of a new law that prohibits smoking in all restaurants and bars across North Carolina.

[QUOTE HERE FROM HEALTH DIRECTOR OR STRONG LOCAL ADVOCATE. SOMETHING LIKE:] “The new smoke-free law will help protect workers and customers from the known health hazards of secondhand smoke, and may encourage many folks to eat out more than ever, now that doing so will be safer,” said [LOCAL HEALTH DIRECTOR/ADVOCATE].

Many communities around the state are hosting local events to celebrate the new law, which was passed by the General Assembly and signed into law by Governor Bev Perdue in May. [HERE DESCRIBE ANY LOCAL EVENTS, IF ANY, AND HOW ANYONE CAN PARTICIPATE.]

According to (NAME OF LOCAL ADVOCATE OR STAFF MEMBER), the celebration will be far from over on January 3.

“We are encouraging everyone to celebrate ‘Tasty Tuesdays’ by going out to eat every week in January to show support for the new smoke-free restaurants and bars law and to express their appreciation to the restaurants and bars that are doing their part to create a healthier North Carolina,” said [LOCAL ADVOCATE OR STAFF MEMBER]. “You don’t need a coupon or any special equipment to celebrate Tasty Tuesdays – just head out to eat on Tuesday nights in January.”

[IF YOU HAVE ONE, ADD IN A QUOTE FROM A LOCAL RESTAURANT OWNER/MANAGER ON TASTY TUESDAYS.]

[ADD A QUOTE FROM A LOCAL RESTAURANT THAT IS ALREADY SMOKE-FREE ABOUT HOW GOOD IT HAS BEEN FOR BUSINESS, CUSTOMER SATISFACTION AND/OR STAFF HEALTH.]

For more information about the law or to report a violation, visit [www.smokefree.nc.gov](http://www.smokefree.nc.gov) or call the CARE-LINE at 1-800-662-7030. Information is also available by calling the [LOCAL HEALTH DEPARTMENT] at [PHONE NUMBER].

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