



PLAY LIVE BE TOBACCO-FREE

Dear Athlete/Team/Coach,

Your local youth tobacco team, *extinguish*, invites you to join in their community wide *Play, Live, Be... Tobacco-Free Challenge*. *extinguish* is a group of youth advocates who engage youth in local action to prevent tobacco use.

The *Play, Live, Be... Tobacco-Free Challenge* is being held in communities throughout central eastern Ontario for youth and is open to all sports teams and other recreational groups. *extinguish* wants your team to participate in this exciting challenge and pledge to be tobacco-free. Besides sending in your pledge, each team can submit a photo showing their involvement in tobacco-free sport and recreation. Get creative! The deadline to send photos in is June 30th, 2009.

Please return photos and your individual or team pledge to your *extinguish* representative.

Once teams have registered in the *Play, Live, Be... Tobacco-Free Challenge*, Central East Youth Action Alliances will be using your pledges and pictures in a larger promotional campaign. You can also check out the facebook group "Don't Hurt Your Game" to see submissions.

Adopting a tobacco-free policy on your team will bring many great benefits. Your members will be healthier, perform better, and best of all, you'll be promoting a tobacco-free lifestyle in your community. Tobacco use is the #1 preventable cause of death in Ontario so it is important to prevent all youth and others from getting hooked.

The *Play, Live, Be... Tobacco-Free Challenge* is a fun teambuilding activity, plus your team will become positive role models for youth in the community. The contents of this package will give you more details about the challenge. If you have any questions feel free to contact:
Michelle Samuels, Youth Advisor, Peel Public Health (905) 791-7800 Ext. 2032
Sophia Graham, Youth Advisor, Peel Public Health (905) 791-7800 Ext. 2082.

Let's Play, Live, Be... Tobacco-Free!



**SPEAK UP!
SPEAK OUT!**

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Youth Exposing Lies In Tobacco

they trick, they kill, they lie.
LET'S **extinguish** the source

Wide Awake
The New Generation