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REALITY CHECK OF ONONDAGA AND CAYUGA COUNTIES HOSTS FIRST ANNUAL RECOGNITION DINNER

Syracuse, NY—Reality Check of Onondaga and Cayuga Counties, a program of Prevention Network, hosted its first annual recognition dinner at the Springside Inn in Auburn, NY, on Friday, June 15, 2007. The event, which was attended by more than 60 guests, including members of the youth-led program and their parents, was held in recognition and gratitude for their time and commitment on behalf of the program's initiatives:

- **The Magazine Initiative**—youth will learn what they can do to eliminate tobacco advertising in the magazines they read;
- **Point of Purchase Advertising**—young people will learn how the tobacco industry uses Point of Purchase advertising and strategies and how to rid this advertising from stores patronized by youth;
- **Tobacco Promotion at Events**—training participants will develop strategies to work with local event organizers to keep tobacco sponsorship out of events and fairs; and
- **Smoke-Free Movies Initiative**—participants will learn about the glamorization of tobacco use in films and what they can do to get tobacco use and tobacco product placement out of youth rated movies.

Reality Check is a youth-led movement created in 2000 by the New York State Department of Health Tobacco Control Program. Its participants are committed to exposing the manipulative and deceptive marketing practices of the tobacco industry. It is funded by the New York State Department of Health Tobacco Use Prevention and Control Program.