



FOR IMMEDIATE RELEASE
August 26, 2009

Contact: Melissa Hoebbel: 312.836.9900
melissa@oralhealthamerica.org

**SLOGAN CONTEST EDUCATES YOUNG BASEBALL AND SOFTBALL PLAYERS
ABOUT THE DANGERS OF TOBACCO USE
Twelve-year-old Contestant Wins Trip to Little League Baseball World Series**

CHICAGO, Aug. 26, 2009 — Oral Health America announced the winner of its National Spit Tobacco Education Program (NSTEP) annual slogan contest today, and encouraged young baseball and softball players to talk to their coaches and parents about tobacco addiction and the health risks of using tobacco products, including spit and smokeless tobacco.

This year's slogan contest winner is Katie Reynolds, a 12-year-old Little League Softball player with the Pawling Little League from Pawling, N.Y., whose submission, "Chew on this...tobacco steals your health," sends a clear message that tobacco has no place in the ballpark.

"In addition to being thrilled and proud of Katie's slogan, we are equally delighted that the contest provided an opportunity for our family to discuss the harms of tobacco," said Katie's parents, William and Gina Reynolds.

Katie's slogan will be featured on a pin designed by Oral Health America for distribution at the Little League Baseball World Series in South Williamsport, Pa., from Aug. 21-30. Katie will receive a monetary award, a trip to the event with her family, and an on-field award ceremony.

According to the Centers for Disease Control and Prevention's Youth Risk Behavior Surveillance, about eight percent of high school students (and 13 percent of high school males) used smokeless tobacco in the past 30 days. The 2008 Monitoring the Future study from the University of Michigan found that over 80 percent of 8th and 10th graders disapprove of people using spit tobacco regularly.

Oral Health America's NSTEP works with Little League International to educate families about the risks of spit tobacco use, including oral cancer, gum disease, tooth decay, and nicotine addiction. During the 10-Day Little League Baseball World Series, Oral Health America provides tobacco and health education to tens of thousands of young baseball and softball players and their families.

Oral Health America is the nation's leading independent organization dedicated to eliminating oral disease through access, education and advocacy. To find out more, visit www.oralhealthamerica.org and www.nstep.org. Oral Health America's presence at the Little League Baseball World Series is made possible with support from Aspen Dental (www.aspendent.com) and Delta Dental of California (www.deltadentalins.com).

###