

Kick Butts Day is a national day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco. The Campaign for Tobacco-Free Kids is the organizer for Kick Butts Day, a non-profit organization, which was first held in 1996. The Campaign for Tobacco-Free Kids is a 501(c)(3) non-profit organization that accepts no government or tobacco industry funding. We rely on contributions from individuals, philanthropic foundations, corporations and other non-profit organizations.

The first Kick Butts Day was held in 1996. This year it is on March 16th, and more than 1,000 events in schools and communities are expected in the United States and around the world. Kick Butts Day events will:



www.kickbuttsday.org

- Raise awareness of the problem of tobacco use in their state or community;
- Encourage youth to reject the tobacco industry's deceptive marketing and stay tobacco-free; and
- Urge elected officials to take action to protect kids from tobacco.

The hope of the campaign organizers is that every day will be Kick Butts Day in the fight against tobacco. Resources to help organize events are available at, <http://www.kickbuttsday.org/search-activities/> and can assist in taking a stand against tobacco on any day of the year. The fight against tobacco can be won by making every day Kick Butts Day.

The vision of Campaign for Tobacco-Free Kids is a future free of the death and disease caused by tobacco. Their work is through advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke. To achieve this mission they:

- **Promote** public policies proven to reduce tobacco use and exposure to secondhand smoke. These include higher tobacco taxes, comprehensive smoke-free laws, well-funded tobacco prevention and stop-smoking programs, and tough regulation of tobacco products and marketing.
- **Expose** and counter tobacco industry efforts to market to children and mislead the public.
- **Strengthen** tobacco control efforts in the United States and worldwide by providing support and information to our many partners.
- **Mobilize** organizations and individuals to join the fight against tobacco.
- Empower a tobacco-free generation by fostering youth leadership and activism.
- **Inform** the public, policy makers and the media about tobacco's devastating consequences and the effectiveness of the policies we support.