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FOR IMMEDIATE RELEASE

Stamp Out Smoking Announces Winners Of 2010 Coloring Contest

Contest Reaches More Than 28,000 Students in Arkansas

LITTLE ROCK, Ark. (April 19, 2010) – The Stamp Out Smoking coloring contest received more than 28,000 entries from more than 100 schools across the state in its first year of implementation through elementary schools. The contest was open to Arkansas students in kindergarten through fifth grades and allowed them to color artwork featuring the Clean Air Avengers team of superheroes for a chance to win cool prizes such as a Wii, Nintendo DS or portable DVD player. The winning artwork can be viewed at stampoutsmoking.com.

The school that submitted the most entries and will receive \$1,000 to purchase art supplies is Malvern Elementary School with a total of 839 entries. The individual winners of the 2010 coloring contest are as follows:

Kindergarten:

- 1st – Summer Victor, Arnold Drive Elementary School, Jacksonville
- 2nd – Jonathan Condor, Crestwood Elementary School, North Little Rock
- 3rd – Maddie Welborn, Elza R. Tucker Elementary School, Lowell

First Grade:

- 1st – Kayla Richardson, Wickes School District, Wickes
- 2nd – Jacob Duran, Eastside Elementary School, Warren

Second Grade:

- 1st – Janessa Xayavongsa, Morrison Elementary School, Fort Smith
- 2nd – Edgar Guerrero, Malvern Elementary School, Malvern
- 3rd – Madison McCorkle, Malvern Elementary School, Malvern

Third Grade:

- 1st – Zachary Skinner, Theodore Jones Elementary School, Conway
- 2nd – Ryan Davis, Jimmy Brown Elementary School, Star City
- 3rd – Bethany Crum, Park Avenue Elementary School, Stuttgart

Fourth Grade:

- 1st – Jasmine Scheer, Magnet Cove Elementary School, Malvern
- 2nd – Logan Gilbert, Ouachita Elementary School, Donaldson
- 3rd – Grace Dodson, Nemo Vista Elementary School, Center Ridge

Fifth Grade:

- 1st – Dawson Hamilton, W.T. Cheney Elementary School, Pine Bluff
- 2nd – Kayla Hernandez, Elza R. Tucker Elementary School, Lowell
- 3rd – John Paul Zambrano, Wilson Intermediate School, Malvern

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SOS Announces Winners of 2010 Coloring Contest

“We were blown away by the success of the coloring contest this year,” said Dr. Carolyn Dresler, program director for the Arkansas Tobacco Prevention and Cessation Program. “We hope it was an enjoyable program for students and teachers, but more importantly, we are grateful for the discussions spurred in schools about the dangers of tobacco.”

The SOS coloring contest is one of many SOS prevention programs that aim to keep youth from starting to use tobacco. Prevention programs have proven to be a key component in driving down youth smoking rates. Teachers from participating schools commented that the contest was an easy way to address important health issues in their classes.

“[My students] may not all be winners of your few prizes, but they are all winners by having participated in this contest,” said Adria Ozmun, art teacher at Malvern Elementary School. “Thank you so much for this teachable moment.”

Cigarette smoking among high school students in Arkansas has declined from 43.2 percent in 1997 to 20.7 percent in 2007. Through participation in contests such as the SOS coloring contest, “The Big Pitch” drama contest and the Healthy Hero essay contest, or in youth advocacy groups such as the Youth Extinguishing Smoking Team, Arkansas youth are helping change social and behavioral norms.

About Stamp Out Smoking

SOS is the media and public education campaign of the Arkansas Department of Health Tobacco Prevention and Cessation Program. SOS funds the Arkansas Tobacco Quitline, which provides cessation counseling and free nicotine replacement therapy medications for adults, in addition to operating youth prevention and tobacco control coalitions across the state.

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