



FOR IMMEDIATE RELEASE

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**SLOGAN CONTEST EDUCATES YOUNG BASEBALL AND SOFTBALL PLAYERS
ABOUT THE DANGERS OF TOBACCO USE**

CHICAGO, April 11, 2011—Calling all 2011 Little League Baseball and Softball players: Oral Health America's NSTEP® (National Spit Tobacco Education Program) is teaming with Little League International and the Chicago White Sox to launch its 10th annual slogan contest! Prizes include a trip to the Little League Baseball World Series in August. To enter, Little Leaguers ages 14 and under submit a phrase of up to ten words that describes why spit tobacco is dangerous and deadly. Visit www.oralhealthamerica.org to find out more.

According to the Center for Disease Control and Prevention, 6.1% of all high school students use smokeless tobacco products. Adolescents who use smokeless tobacco products are more likely to become cigarette smokers.

"The contest provides an opportunity for families and Little League teams to talk about the harms of tobacco use," said Beth Truett, President and CEO, Oral Health America. "We are honored to partner with Little League and the Chicago White Sox to help keep children active and promote healthy, tobacco-free lifestyles on and off the field."

The contest winner will receive an all-expenses paid trip to Little League Baseball World Series in Williamsport, PA, plus a \$500 cash prize. Oral Health America will also make a \$500 donation to the winner's Little League organization. In addition, Chicago White Sox pitcher John Danks will send a congratulatory message and recognition gift to the slogan contest winner and the five (5) runners-up.

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 Little League World Series, NSTEP provides tobacco and health education to tens of thousands of young baseball and softball players and their families.

"The health and well-being of children has been one of Little League's guiding principles since its founding in 1939. We are proud to partner with the NSTEP program to educate young people about the dangers of smokeless tobacco," said Stephen D. Keener, President and Chief Executive Officer of Little League Baseball and Softball.

Oral Health America connects communities with resources to increase access to care, education and advocacy for all Americans, especially those most vulnerable. Contest entry forms are available at www.oralhealthamerica.org.

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