



*****MEDIA ADVISORY*****

March 3, 2005

**HWTF CHAIR LT. GOV. BEVERLY PERDUE TO PARTICIPATE
IN HEALTH SCREENING AT CIAA TOURNAMENT**

Old North State Focuses CIAA Booth on Tobacco Cessation

(Raleigh, NC) – While the basketball players keep the fans entertained during the 2005 CIAA Tournament at the RBC Center in Raleigh, physicians from the Old North State Medical Society (ONSMS) will be on hand to help the fans and players stay healthy. ONSMS will host a booth all week during the tournament to offer free medical screenings and provide information about tobacco prevention and cessation for teenagers. ONSMS's statewide teen tobacco prevention and cessation initiative is funded by the NC Health and Wellness Trust Fund (HWTF).

The medical screenings are free-of-charge to CIAA fans and include tests for cholesterol, glucose, and high blood pressure as well as bone-marrow registration. **On Thursday March 3rd at 7:45 pm, Lt. Gov. Beverly Perdue, HWTF chair, will have her own blood pressure taken at the ONSMS booth in Section 110 of the Main Concourse.**

CIAA fans can also get information about ONSMS's statewide youth initiative "*Physicians United for Teen Health: Keeping Our Kids Tobacco Free*". This initiative is designed to educate teens and their caregivers about resources available to young people who want to quit smoking.

WHO: HWTF Chair Lt. Gov. Beverly Perdue, physicians of ONSMS and CIAA fans who want a free medical screening.

WHAT: Lt. Gov. Beverly Perdue will have her blood pressure taken at a booth providing free medical screenings and information about tobacco prevention and cessation, hosted by ONSMS physicians at the CIAA Tournament.

WHERE: **2005 CIAA Tournament**
RBC Center
Section 110 of the Main Concourse
1400 Edwards Mill Road, Raleigh

WHEN: Thursday, March 3, 2005 at 7:45 p.m.

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$55 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.hwtf.org.

ABOUT THE OLD NORTH STATE MEDICAL SOCIETY:

The Old North State Medical Society was founded in 1886 and its membership comprises of 1,200 African-American physicians. For more information, please visit www.oldnorthstatemedicalsociety.org.

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