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## Smoke-free Advocates Launch New Statewide Campaign and Interactive Website in Support of Statewide Smoke-free Law!

**Madison, February 25, 2009**— Supporters of a statewide smoke-free law kicked off their “Holding Our Breath for a Smoke-Free Wisconsin” campaign today with a press conference in the state capitol and the announcement of a new multimedia and interactive website.

The website, [www.holdingourbreathwi.com](http://www.holdingourbreathwi.com), is designed to engage and energize the public in a new way around the issue of a statewide smoke-free law. Some of the website’s key features include allowing supporters to view and post video messages directly to their lawmaker about why they’re “holding their breath” for a smoke-free air, read and view videos giving 100 reasons to go smoke-free in 100 days, sign an online petition, and see just how long Wisconsin has been “holding its breath” with a real-time clock starting at the campaign kickoff and counting every second until a statewide smoke-free law is passed.

“We believe this website, along with a number of upcoming events, town hall meetings and legislative actions, will enable the public to share their personal stories about why they support going smoke-free,” said Eric Schutt Wisconsin Government Relations Director for the American Cancer Society. “The vast majority of people in Wisconsin support giving all workers the right to smoke free air, including those inside bars and restaurants, yet too often it seems lawmakers hear only from a vocal minority.”

“Eliminating secondhand smoke at work and in public has a real and immediate impact on people,” Maureen Busalacchi, Executive Director of SmokeFree Wisconsin. “Whether it’s because they’re a cancer survivor, a heart patient or they’re simply concerned about their health when they go out to eat or drink, these people have stories to share and we want to make sure their lawmakers listen.”

The campaign kickoff in Madison will be followed by kickoffs statewide in Green Bay, Wausau, La Crosse and Eau Claire.

Presently eleven Wisconsin communities and all of Dane County have passed comprehensive smoke-free ordinances and a statewide law has been included in Governor Doyle’s budget.

“Research has proven the dangers of secondhand smoke, yet thousands of Wisconsin workers remain exposed every day. No one should have to choose between their job and their health. It’s time to take action. We’ve been holding our breath for far too long,” concluded Busalacchi.

*Holding Our Breath for Smoke Free Air is a statewide alliance of 27 health, medical, business and civic organizations dedicated to advocating for a comprehensive statewide smoke-free law in Wisconsin. For more information please visit:*

[www.holdingourbreathwi.com](http://www.holdingourbreathwi.com)

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