



Dear Principal,

The Stamp Out Smoking campaign is a media and public relations effort aimed at helping Arkansans quit tobacco use and preventing youth from starting. As part of the campaign, we conduct programs in Arkansas schools and communities to raise awareness of the dangers of tobacco and to foster public support for tobacco-free lifestyles.

SOS offers a tobacco-free drama contest for Arkansas middle and high school students and a healthy hero essay contest for students in grades 2-9. In 2010, we want to extend the reach of our prevention programs by offering the SOS coloring contest for students in kindergarten through fifth grade. The contest will run February 1 through March 19, 2010.

Enclosed please find three sheets of artwork featuring our Clean Air Avengers team of heroes. Their goal is to protect the rights of innocent lungs everywhere by educating youth about tobacco and encouraging them to fight back.

We hope you will share this artwork with the teachers and counselors in your school and encourage your students to participate. Winners will be selected on a statewide basis for each grade level for a chance to win super cool prizes, and the school that collectively submits the most entries will win \$1,000 to purchase art supplies! All entries must be compiled by teachers and submitted collectively as a school to be eligible for the \$1,000 prize.

Please post the enclosed promotional poster in a high-traffic area of your school. Also, please pay special attention to the form on the back of the artwork. This form must be completed for each student in order for the coloring sheet to be considered for prizes. You may make as many photocopies of the artwork as needed, or if you would like to request electronic copies of the form for printing, please contact Christine. Golden@cjr.com. Please ensure the completed form is attached to the appropriate colored sheet before submitting to SOS.

We look forward to receiving entries from your students, and we appreciate your participation to help us protect the health of Arkansas' youth. If you have any questions, please contact me at (501) 661-2362.

Sincerely,

Jessica Smith-Ellis, MBA
Section Chief, Health Communications and Cessation Interventions
Arkansas Tobacco Prevention and Cessation Program

