



MEDIA ALERT

FOR IMMEDIATE RELEASE

Contact: Iolanda Focsa, 702.882.0312

*****MEDIA ALERT – SAVE THE DATE FOR JANUARY 26*****

Let's Talk Vaping: Saving Our Youth

A Virtual Recognition for the Fight Against Nevada's Hidden Health Crisis – Youth Vaping

WHAT:

The [Nevada Tobacco Prevention Coalition \(NTPC\)](#) will host a virtual event with prominent speakers and experts who will discuss the skyrocketing issue of teen vaping in Nevada. This exclusive media event will include information parents can use to detect, recognize signs and start the conversation with their children. Additionally, Hillary Bunker from Attorney General Aaron Ford's office and Senator Julia Ratti will show their support by recognizing **January 26 as Vaping Prevention and Awareness Day**. The special event schedule will be as follows:

- **12 - 12:15 p.m. "Vaping Issue and How It's Affecting Our Youth"**
with Jennifer L. Pearson, PhD MPH
- **12:15 - 12:25 p.m. "Why Nevadans Should Care"**
with Kelli Seals, President of Nevada Tobacco Prevention Coalition
- **12:25 - 12:35 p.m. "What Parents Can Do"**
with Malcolm Ahlo, Tobacco Prevention and Control at Southern Nevada Health District
- **12:35 - 12:45 p.m. "What Your Attorney General is Doing to Protect Kids from Underage Smoking"**
with Hillary Bunker, Supervising Senior Deputy Attorney General, Office of the Nevada Attorney General Tobacco Enforcement Unit
- **12:45 - 12:50 p.m. "Recognition of Vaping Prevention and Awareness Day"**
with Senator Julia Ratti
- **12:50 - 1 p.m. "Q&A"**
with Media

WHEN:

Tuesday, January 26 at 12 p.m. PST

WHERE:

Zoom

MEDIA: Media interested in attending, should RSVP to grace.russell@braintrustagency.com to confirm spot and receive Zoom link by Monday, January 25.

ABOUT: [Nevada Tobacco Prevention Coalition \(NTPC\)](#) is a collaboration of organizations and individuals that work in public health, health care, local and national nonprofits, community-based organizations, insurance payors, professional and medical associations, higher education, and government. NTPC has put together a five-part public education campaign, branded “[Behind the Haze](#)” and “[Let’s Talk Vaping](#)”, to educate teens and adults about the dangers of vaping and unveil the unethical tactics of the vaping industry. Through campaign messaging, statewide partnerships and collaborations, NTPC hopes to reduce the overall use of youth vaping in Nevada.

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Media Contact:

Southern Nevada Media Contact:

BRAINTRUST

Iolanda Focsa, 702.882.0312

iolanda.focsa@braintrustagency.com

BRAINTRUST

Grace Russell, 702.577.7928

grace.russell@braintrustagency.com

Northern Nevada Media Contact:

Estipona Group

Jackie Shelton, 775.772.6543

jackie@estiponagroup.com