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Media Contact: Edric Robinson

erobinson@healthsolutions.org or (202) 276-9278

**NYC Smoke-Free celebrates “World No Tobacco Day” and Honors the Chinese-American Planning Council:
Brooklyn Branch for Tobacco Control Accomplishments in Asian American Community**

NEW YORK (May 28, 2015) – The global tobacco epidemic is killing 6 million people every year, but dedicated health champions in Brooklyn’s Asian American community are working to help reduce smoking rates and protect kids from tobacco marketing. New York City’s leading tobacco control advocacy organization, NYC Smoke-Free at Public Health Solutions honored The Chinese-American Planning Council (CPC): Brooklyn branch for their ongoing dedication to tobacco control efforts in the community during a special “World No Tobacco Day” (WNTD) student workshop and ceremony at P.S. 153. Since 2010, CPC has worked on educating legislators and the Asian American community on ways to reduce tobacco marketing to youth, increase smoke-free housing options, and expand tobacco-free outdoor spaces in the borough.

“World No Tobacco Day provides an opportunity for cities, states and countries around the globe to wake-up and work together to end the devastating tobacco epidemic in our communities. For 5 years, the Chinese-American Planning Council has been a dedicated and invaluable partner in advocating for the health of all Brooklyn residents,” said Edric Robinson, Youth Engagement Coordinator at NYC Smoke-Free. “NYC Smoke-Free is proud to recognize the Chinese-American Planning Council as part of our citywide World No Tobacco Day celebrations to highlight our local partners and their accomplishments against tobacco’s toll on our communities.”

“When we first decided to work on tobacco control, we knew it was an opportunity to improve the quality of life for our community and all of NYC. As we learned more about the devastating effects of tobacco, it became clear that this is an issue we can never ignore. With sky high smoking rates in several ethnic groups stubbornly refusing to budge, it is our goal to educate communities as much as we can in hopes of a Tobacco Free world,” said Wai-Yee Chan, Director of the Chinese-American Planning Council Brooklyn Branch.

For the first time in nearly a decade, New York City has more than one million smokers. In Brooklyn, more than 304,000 adult residents and 5,000 high school students are smokers and deserve support and resources to quit.

World No Tobacco Day, sponsored by the World Health Organization (WHO), is held annually on May 31 and brings together people around the world to stand up against big tobacco. This day highlights the global tobacco epidemic, creates awareness about the risks association with tobacco use and provides an opportunity to recognize the many local leaders and communities advocating for and creating change to reduce tobacco use.

About CPC

Chinese-American Planning Council's mission is to serve the Chinese-American, immigrant and low-income communities in New York City by providing services, skills and resources towards economic self-sufficiency.

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NYC Smoke-Free, a program of Public Health Solutions, works to protect the health of New Yorkers through tobacco control policy, advocacy, and education. Formerly the NYC Coalition for a Smoke-Free City, we partner with community members, legislators, and health advocates to support local efforts to end the devastating tobacco epidemic throughout NYC. We believe every New Yorker has the right to breathe clean, smoke-free air where they live, work and play. Learn more at <http://www.nycsmokefree.org>