

Tulare County Office of Education

Jim Vidak, County Superintendent of Schools

February 8, 2008

For Immediate Release

Contact: Rob Herman
Public Information Officer
(559) 733-6606 – office
(559) 303-8568 – cell

Tulare County Office of Education Announces:

8th Annual Anti-Tobacco Challenge Bowl

February 25, 2008 · 9:00 am – 3:00 pm · Elderwood Room, 7000 Doe Avenue, Visalia

Teams of sixth graders are preparing to participate in the Eighth Annual Anti-Tobacco Challenge Bowl February 25. The competition – co-hosted by the Tulare County Office of Education's Choices and Network for a Healthy California Programs, American Cancer Society, Tulare County Health & Human Services Agency Tobacco Control Project, FoodLink for Tulare County, Blue Cross of California and the California Health Collaborative – is designed to prevent tobacco use in adolescence through education. At this time, 13 large and small schools from Visalia, Dinuba, Cutler-Orosi, Tulare, Farmersville, Earlimart, Ducor, Lemon Cove, Porterville, Pixley and Three Rivers are registered to compete in the event.

The Challenge Bowl is run in a game-show style format of quick call and response. Prior to the competition, schools have several weeks to prepare their five-member teams utilizing tobacco education curriculum. "The Challenge Bowl competition is loaded with valuable information for students at a critical point in their lives — when the temptation to use tobacco may first be presented," says Tulare County Superintendent of Schools Jim Vidak.

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The competition portion of the event lasts from 9:00 a.m. – 3:00 p.m., with a break for lunch and activities provided by the Tulare County Friday Night Live program. Gift certificates will be given to each member of the top three teams.

For more information, please contact Robert Herman, Public Information Officer at (559) 733-6606.

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