

# Tulare County Office of Education

*Jim Vidak, County Superintendent of Schools*

May 10, 2010

## **For Immediate Release**

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

**Tulare County Office of Education Announces:**

## **10<sup>th</sup> Annual Anti-Tobacco Challenge Bowl**

**May 12, 2010 · 9:00 am – 1:00 pm · Elderwood Room, 7000 Doe Avenue, Visalia**

Teams of sixth-graders are preparing to participate in the Tenth Annual Anti-Tobacco Challenge Bowl May 12. 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 and Anthem Blue Cross – is designed to prevent tobacco use in adolescence through education. At this time, seven schools have entered the competition: Earlimart Middle School, JFK Academy (Dinuba), Mountain View Elementary (Visalia), Oak Valley Union Elementary (Tulare), Three Rivers Union Elementary, Pixley Union Middle School and Wilson Middle School (Exeter).

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. “Students participating in the event gain so much valuable information on the dangers of tobacco use,” says Tulare County Superintendent of Schools Jim Vidak. “It’s particularly valuable at this point in their lives before the temptation to use tobacco is presented.”

- more -

# Tulare County Office of Education

*Jim Vidak, County Superintendent of Schools*

Page 2

The competition portion of the event lasts from 9:00 a.m. – 1:00 p.m., with a break for lunch and activities provided by the Tulare County Friday Night Live program. Trophies will be given to the top three teams.

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

-TCOE-

Rel: 35/10