



**Contact:**  
**Sharon Hotchkiss**  
Director of Communications  
Kansas Family Partnership  
785-266-6161  
1-800-206-7231  
785-266-6149 fax

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**PRESS RELEASE**  
**For Immediate Release**

**KANSAS ORGANIZATIONS LAUNCH "IT'S EVERYBODY'S BUSINESS"  
STATEWIDE CAMPAIGN TO CURB TOBACCO SALES TO MINORS**

This week, a coalition of several agencies and organizations are launching an aggressive new initiative aimed at reducing the sales of tobacco products to minors in Kansas. "It's Everybody's Business" is a program jointly implemented by the Kansas Social and Rehabilitation Services/Addiction and Prevention Services; Kansas Regional Prevention Centers; Kansas Department of Health and Environment/Tobacco Use Prevention Program; Kansas Department of Revenue/Alcoholic Beverage Control; Tobacco Free Kansas Coalition; and Kansas Family Partnership.

Press conferences across the state in Topeka, Kansas City, Pittsburg and Wichita will announce partnerships with local tobacco retailers, community police departments, city officials, schools, and other community leaders who will join together to reduce the incidence of tobacco sales to minors in Kansas.

In the coming months, "It's Everybody's Business" will educate Kansas Tobacco retailers on the consequences of selling tobacco products to minors. A number of free resources will be distributed to retailers to educate their employees about Kansas law regarding tobacco sales to minors. Onsite training programs for retail clerks and managers will be conducted by prevention specialists, and various print materials will be made available to retailers to help deter illegal purchasing attempts.

For more information, go to [www.itseverybodysbusiness.org](http://www.itseverybodysbusiness.org), (click on *For the Media*).