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[YOUR COMMUNITY, April 30, 2007] OBSERVES WORLD ASTHMA DAY AND ASTHMA AWARENESS MONTH

[YOUR CITY -Release May 1, 2007]- In the United States alone, more than 6 million children suffer from asthma, which is the most common serious chronic disease of childhood. Asthma accounts for one third of all pediatric emergency room visits, and is a leading cause of school absenteeism. In Michigan, 213,600 children and 654,100 adults currently have asthma, and 17% of students in middle and high schools say they have asthma now. Asthma causes an average of 15,545 hospitalizations in Michigan of which children, from infancy to 4 years have the highest hospitalization rate. In Michigan every year approximately 165 individuals die from asthma.

In response to these alarming statistics, and in an effort to raise public awareness of the risks faced everyday by 20 million Americans living with asthma, [YOUR AGENCY/COALITIONS] is joining the Environmental Protection Agency (EPA) to participate in World Asthma Day on May 1 and Asthma Awareness Month during May.

Exposure to secondhand smoke is a primary trigger for an asthma attack. As a result, whenever a person with asthma is someplace where smoking is allowed, the risk of experiencing an asthma attack increases dramatically. Smokefree environments everywhere will minimize the risk to asthmatics and improve everyone's health.

In an effort to increase public awareness and understanding of asthma and its triggers [YOUR COALITION(S)] is/are releasing five 30 second public service announcements that will be played on local area TV stations. These ads remind the public that everyone is affected by the health risks of smoking and secondhand smoke, but especially children with asthma. "I really like that these ads remind us that all population groups are affected by asthma. We all pay the price when children are exposed to triggers such as secondhand smoke that lead to an asthma attack and to the emergency room." said [local health professional XXX???, TITLE]. "It reminds us that this is truly a public health issue."

For more information on EPA's Asthma Program and Asthma Awareness Month, indoor and outdoor pollutants that trigger asthma and ways to prevent children's asthma episodes, log on to www.epa.gov/asthma . You may see also view the ads by going to www.Tobaccofreemichigan.org].

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[Brief information about your organization/coalition]