



STATE OF MARYLAND

DHMH PRESS RELEASE

Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – John M. Colmers, Secretary

Office of Public Relations

Karen Black, Director

410-767-6490

FOR IMMEDIATE RELEASE

*** * * Media Advisory * * ***

DHMH to Unveil Media Campaign

Initiative to help Marylanders prepare for Clean Air Maryland

BALTIMORE, MD (January 15, 2008) – To help Maryland residents prepare for the February 1 implementation of Clean Air Maryland, and to increase awareness of the Maryland Tobacco Quitline and other statewide cessation resources, the Department of Health and Mental Hygiene (DHMH) will unveil a new media campaign on Thursday, January 17 at 201 W. Preston Street, at 11:00 a.m. in Lobby Conference Room L-2. The campaign will focus on taxi cab tops, bus shelter advertisements, and radio and television messages. Speakers include DHMH Secretary John M. Colmers and Beatrice Elmore, who successfully quit smoking thanks to the Quitline, along with local health officials and advocates, including Vincent DeMarco, president of the Maryland Citizens' Health Initiative.

WHO: John M. Colmers, Secretary, DHMH
Beatrice Elmore, a former smoker
Vincent DeMarco, President, Maryland Citizens' Health Initiative

WHAT: Debut of Media Campaign

WHEN: Thursday, January 17, 2008; 11:00 a.m.

WHERE: Department of Health and Mental Hygiene
O'Connor Building Lobby Conference Room L-2
201 West Preston Street, Baltimore, 21201

#