

For Immediate Release:

Working together in support of No Smoking Day

6th March 2007

No Smoking Day is on the 14th March. The theme for this year is *Make a Fresh Start*. No Smoking Day, now in its 24th year, has become a firm fixture in the Welsh calendar because of its popularity amongst smokers and its continued success at promoting the benefits of quitting. With only three weeks to go before the smoking ban, No Smoking Day this year will be a great opportunity for many smokers to try and stop.

Ben Youdan, Chief Executive of No Smoking Day, the charity behind the annual health awareness campaign, says:

“Good luck to all smokers who are serious about making a fresh start this No Smoking Day. Stopping smoking is the ultimate lifestyle overhaul. You’ll feel fitter, healthier and have more energy and money! A 20 a day smoker could save up to £1,800. Using help support of your local NHS Stop Smoking Service you can make it four times more likely that you will stay smoke free!”

ASH Wales, Smokefree Cardiff and Cardiff County Council, will be staffing an information trailer in Cardiff City centre from the 7th –14th March. The trailer will provide the general public with an opportunity to get information on No Smoking Day and the new legislation that will ban smoking in public enclosed places from April 2nd.

Tanya Buchanan, Director of ASH Wales said,

“6 000 people in Wales die every year as a result of tobacco related diseases. Going smoke free will be the greatest step forward for improving the health of people in Wales. Not only will smoke free public places protect the health of all people from the dangers of second hand smoke, we know that it may assist many smokers who want to quit to do so.

We hope that No Smoking Day in Wales this year sets new records for people trying to quit smoking across Wales. This joint initiative between ASH Wales, Smokefree Cardiff and the Council is a fantastic opportunity for the people of Cardiff to get information about the smoking ban and to find out how they can get help if they wish to quit.

I would encourage as many people as possible to visit the information trailer in the city centre. It promises to be a great week, with lots of information and fun.

To find out more about No Smoking Day events occurring across Wales log on to www.nosmokingday.org.uk.”

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**For further comment please phone ASH Wales on 029 2064 1101 or 07775
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