

# Press Release

**For Immediate Release: Wednesday 10 March. (National No Smoking Day)**

## **Perth College UHI students 'break free' from smoking addiction to support No Smoking Day 2010**

Perth College UHI is supporting one of the UK's leading health campaigns for smokers who want to quit.

No Smoking Day 2010 takes place on Wednesday 10 March and each year encourages nearly one million smokers to quit. Supported by NHS Tayside, the College became a smoke-free campus in June 2009.

Taking the No Smoking Day 2010 campaign message 'Break Free', students on the HNC and HND Sound Production course produced ten original radio jingle around the theme of stopping smoking. Uploaded onto YouTube and the College intranet, students, staff and the wider community are invited to vote for the jingle they like the best.

Ray McCowan, Acting Assistant Principal, Strategy and Planning at Perth College UHI explained: "Perth College UHI promotes a healthy and safe learning environment for all students, staff and visitors who have the right to be in a totally smoke free environment."

Judy Robertson, Perth and Kinross smoking cessation co-ordinator said: "These jingles are a great way to help get the no smoking message across. The 'break free' theme encourages smokers to break the chains of their addiction and free themselves from cigarettes. We also went around the College campus with 'Big Cig' to highlight the many sources of help available to people who want to quit."

To vote for your favourite jingle, visit the Perth College UHI facebook page: [www.facebook.com/perthcollegeuhi](http://www.facebook.com/perthcollegeuhi). The closing date is Wednesday 31 March.

To find out more about quitting smoking, call 0845 600 999 6.

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**Picture attached: Perth College UHI students speak to NHS Tayside's 'Big Cig' as part of their smoke-free campus initiatives.  
L to R: Cat Grieg, Chelsea Cahill and Amanda Comrie.  
Back: Judy Robertson, Perth and Kinross smoking cessation co-ordinator**



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