

It's 2010 and Kick Butts Day (KBD) is back, with new opportunities to take action! Last year we celebrated KBD with over 1,000 events across the country. This year we are looking forward to an even bigger and better KBD. On March 24, 2010, thousands of youth in every state and around the world will STAND OUT ... SPEAK UP... and SEIZE CONTROL AGAINST BIG TOBACCO. As always, you have the opportunity to get involved and use this Activity Guide and KickButtsDay.org to plan your 2010 activities and as a year-round resource.

Here's the scoop: KBD is the Campaign for Tobacco Free Kids' annual celebration of youth advocacy, leadership and activism.

This year, we have decided to build upon the success of last year's 2nd annual PSA contest by expanding it to include radio PSAs! Be sure to check out all the info about this year's contest inside and on the website. Additionally, we have switched out some events for new ones. If you can't find an event in the guide please check out KickButtsDay.org for more ideas.

We know we say this every year, but we'll say it again, REGISTER your event! Why? If you don't register, the KBD team has no idea you are out there. That means we can't let the media know who you are, and if they don't know, they won't show up to cover your event! The KBD media team prepares press releases for each state, as well as a national release. The press relies on this information as it decides which events to cover. So, register and make sure your event gets on that list!

Registering your event is important for another reason – it shows the public and the tobacco control community why youth empowerment and youth activism are so important to this fight!

