

KICK BUTTS DAY TIPS

Register your event! Seriously. Registering your event lets our KBD team know you're out there. Once you register, we can help you get in touch with local media, tell you about other events in your area and answer any questions you have about KBD. Remember, if you don't register, your information will not be included in our KBD press releases and other media materials – so register today!

Plan ahead. Start recruiting volunteers, gathering supplies and confirming your event location and other details early to make sure you cover everything.

Always secure necessary permits. (This is so important!) Whether it's getting permission from your principal to hold an event at a school assembly or a formal permit from your police department or the city, make sure you have permission to organize your event at whichever location you choose.

Be polite. Let's say you're distributing flyers with tobacco facts and industry quotes ... be sure not to litter or force your message on others. Hand out flyers to those who want them and spread your message to everyone else with cool posters and banners. And be sure to clean up after your event!

Don't exclude anyone or any group from your event – especially smokers. KBD is not anti-smoker; it's an opportunity to fight back against the tobacco industry.

Contact the media. This can help you spread your message way beyond KBD – reaching hundreds, even thousands of people by making sure the media covers your event. See our media section on page 45 for more details.

