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**For Immediate  
Release**  
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### **Noted National Speaker to Spend the Great American Smoke Out in Port Charlotte**

**Charlotte County, FL-** Drug Free Charlotte County, the Charlotte County Health Department, and Peace River Regional Medical Center, will host nationally noted speaker, Dr. Victor DeNoble in Port Charlotte, November 19-21<sup>st</sup> as part of planned activities for the Great American Smoke-Out.

Dr. DeNoble was recruited to develop a "safer" cigarette for Phillip Morris in the 1980's. After his lab was seized and he was fired, he became one of the first "whistle blowers" to begin tearing down the wall of secrecy built by the tobacco industry. In his compelling presentation, he will share his experience, including vast expenditures by the tobacco industry to keep smokers addicted. He has appeared on numerous TV shows over the years, including Dateline NBC and 60 Minutes.

### **The community is invited to one of two free presentations with Dr. DeNoble:**

Thursday, November 20<sup>th</sup>, 8:15, at the Charlotte Technical Center Auditorium, 18150 Murdock Circle

Friday, November 21<sup>st</sup>, 11:30, at the First United Methodist Church, 507 W. Marion. A free boxed lunch will be provided by the Charlotte County Health Department and Peace River Regional Medical Center while supplies last.

Smoking cessation information and materials will be provided at the end of each presentation for interested individuals.

Dr. DeNoble will also be presenting at local middle and high school students. Over the course of three days, over 2,000 Charlotte County students will hear his presentation.

In Charlotte County, the overwhelming majority of students choose not to use tobacco products. However, the small minority that does experiment with tobacco exponentially increase their risk for experimentation with other drugs as well as unnecessary health risks.

For more up-to-date information about health department programs, you can visit our website [www.CharlotteCHD.com](http://www.CharlotteCHD.com).

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