



**For Immediate Release  
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PRIDE Project Coalition**

### **Students at Glen Cove High School join in the Great American Smokeout**

Glen Cove High School students made a stand on Nov. 21 when they joined SAFE Pride Project Coalition to kick off the “We’ve Seen Enough Campaign,” which takes place during the Great American Smokeout.

The purpose of this statewide initiative is to combat youth cigarette and tobacco product use by teaching high school students about the power of cigarette and tobacco marketing in local stores and in advertising in general.

“We need to make our students aware of the lure of big tobacco’s advertising, and encourage them to advocate for themselves and take a stand against the industry’s marketing efforts,” said Carol Meschkow, Tobacco Action Coalition of Long Island Coordinator, who attended the event at Glen Cove High School. “Protecting our youth from becoming the next generation of smokers is an important challenge, and I am so grateful for the partnership with SAFE’s PRIDE Project Coalition in this effort to reduce our youth’s exposure to tobacco marketing, especially with the emergence of e-cigarettes and the proliferation of the glitzy advertising associated with the product.”

The statewide initiative, which has been effective nationwide, was brought to Glen Cove High School by the SAFE Pride Project Coalition’s School Committee Chaired by Denise Kiernan. The Coalition is Co-Chaired by Tony Gallo and Dr. Sharon Harris.

The message is clear. Tobacco companies are working hard to encourage youth to smoke.

For further information on any SAFE, Inc. PRIDE Project Coalition and their initiatives contact Coalition Coordinator Aimee Abraham at (516) 676-2008. SAFE Inc. is a not for profit tax exempt substance abuse education and prevention agency located in Glen Cove. Visit our website at [www.safeglencove.org](http://www.safeglencove.org) and follow us on Facebook at [www.facebook.com/GlenCovePrideCoalition](http://www.facebook.com/GlenCovePrideCoalition).