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TRU Campaign Takes Home Two Telly® Awards NATIONAL COMPETITION HONORS NC'S FIRST TOBACCO-PREVENTION TV ADS

(Raleigh, NC) – Two television ads produced by the NC Health and Wellness Trust Fund as part of its TRU (Tobacco. Reality. Unfiltered.) campaign earned honors in the 26th Annual Telly Awards, a national competition that recognizes outstanding local, regional, and cable TV commercials and programs. These awards solidify TRU's reputation as an innovative and energetic tobacco prevention media campaign – the first of its kind in North Carolina.

TRU was honored with a Silver Telly Award, the top prize category in the competition, for its "Anna" ad and a Bronze Telly Award for its "Jacobi" ad. Both are 30-second spots that feature emotional testimonials from North Carolina teens about the adverse health consequences of tobacco use. Both of these ads were launched in the spring of 2004 across North Carolina on teen-oriented networks such as MTV, BET, Fox, UPN and the WB. To view the award winning ads, click on the "TV/Radio" button at TRU's Web site: www.realityunfiltered.com.

"The primary objective of our tobacco campaign is to educate young people in North Carolina about the dangers of tobacco use. It's not an easy mission but recognition by the Telly Awards indicate that we're on the right track with our message," said Alison McLaurin, HWTF's director of marketing and public affairs.

"Research tells us that teens respond best to advice from other teens, so in the TRU spots we put real North Carolina youth in front of the camera and let them speak their heart," explained Billy Warden, account director at Capstrat, the Raleigh-based strategic communications firm that produced the award-winning ads. "In the end, we captured some gripping emotions, and that's what made the spots successful."

The 2005 Telly Awards competition received more than 10,000 entries from all 50 states and several foreign countries. Entries are judged by a prestigious judging panel of more than 20 accomplished advertising industry professionals, each a past winner of a Silver Telly.

In addition to the Telly honors, TRU campaign was recently awarded a Silver Addy for its 2004.campaign. TRU also includes print and radio spots, traveling events that provide peer-to-peer teen interaction.

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.hwtfc.org.

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ABOUT TRU:

Tobacco. Reality. Unfiltered., commonly known as **TRU**, is North Carolina's first-ever statewide youth tobacco prevention multi-media campaign that uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade young people from using tobacco. This campaign is part of the NC Health and Wellness Trust Fund's (HWTF) teen tobacco use prevention initiative. Funded at \$28 million from HWTF, this grassroots initiative includes the **TRU** media campaign, as well as a grant program including 70 grants (50 community-based grants, 4 statewide grants and 16 tobacco free school mini-grants) to a total of 55 organizations. To find out more about **TRU**, please visit www.realityunfiltered.com

ABOUT CAPSTRAT:

Capstrat is a strategic communications firm based in Raleigh. The company's services include marketing communications, public relations, public affairs, marketing communications and design. Capstrat was recognized by *PRWeek*, the public relations industry's leading trade publication, as one of the nation's best mid-sized agencies. For more information about Capstrat, visit www.capstrat.com.

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