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This is **a sample news release**. Anything in yellow is for you to customize to your county or tribe with details about “Hero(es)” from your area featured on smokefreeoregon.com.

**News Release**

[INSERT SPECIFIC DATE]

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**Umatilla “Hero” Stands Up to Big Tobacco**

***Local business owner Cathy Putnam and other heroes of the movement to reduce tobacco’s burden on Oregonians***

UMATILLA—The shelves at Carlson’s Umatilla Drug were stocked with cigarettes and other tobacco products when Cathy Putnam purchased the store in 1985. A year later, they were gone. Putnam made sure of it. *[REPLACE WITH SHORT DESCRIPTION OF YOUR LOCAL HERO’S STAND AGAINST TOBACCO, AS HE/SHE DESCRIBES IT IN VIDEO.]*

“We felt that we were a drugstore that was here to make people healthy, not to perpetuate the habit of somebody’s smoking,” she said.

Putnam explains her stand in a video featured on [SmokefreeOregon.com](http://www.smokefreeoregon.com). Putnam is among nearly two dozen local heroes whose stories are currently featured on website. Business owners, elected leaders and high school students from Gold Beach to Pendleton explain in short, engaging videos how their decisions to push back against the tobacco industry’s relentless marketing of addictive and lethal products are changing their communities for the better.

Janet Jones of the Umatilla County Health Department works with local health organizations—and heroes like Putnam—to engage residents in strategic efforts to counter Big Tobacco’s marketing, encourage more tobacco-free environments, and reduce the burden of tobacco in the community. By taking a stand and sharing her story, Putnam is making Umatilla a healthier, safer place for children and adults, Jones said.

“I hope everyone in Umatilla County will visit [SmokefreeOregon.com](http://www.smokefreeoregon.com) to watch Cathy’s video and get a feel for how the Smokefree Movement is growing across the state,” Jones said. “The website explains the challenge Oregon faces from Big Tobacco, but also provides inspiration and specific tools that all Oregonians can use to bring about changes in their communities.”

Visit the new [SmokefreeOregon.com](http://www.smokefreeoregon.com) or go directly to Cathy Putnam’s video: INSERT LINK to What Oregonians Are Doing page.

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