

**FOR IMMEDIATE RELEASE**  
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**TWO UNIVERSITIES OFFICIALLY CERTIFIED BY**  
**THE BACCHUS NETWORK™ FOR OUTSTANDING CAMPUS TOBACCO POLICIES**

**Denver, CO, June 3, 2010** – The BACCHUS Network™, a leading national non-profit organization focused on health and safety issues concerning college students, has officially certified Oklahoma State University as a Gold Award winner for its tobacco-free campus policy and Winona State University in Minnesota as a Silver Award winner for its smoke-free campus policy.

The BACCHUS Certification for Tobacco-Free Campus Policy program recognizes excellence in written tobacco policies on college and university campuses. While many campus policies prohibit smoking or tobacco use, the BACCHUS certification program is designed to honor colleges and universities that have addressed many more of the factors that contribute to tobacco pervasiveness. Oklahoma State University and Winona State University were awarded the BACCHUS certification because their policies prohibiting tobacco sales, marketing, promotions, distribution, and sponsorship, in addition to use.

BACCHUS accepts submissions for certification from colleges and universities across the country annually. The certification levels correspond to 11 standards of tobacco-free policy, ranging from prohibiting tobacco use and sales to divestiture of tobacco company stocks by the college or university. A full description of the certification levels can be found at [www.tobaccofreeU.org](http://www.tobaccofreeU.org).

“Oklahoma State University and Winona State University’s policies provide immediate health benefits and initiate a larger social norm change,” said Drew Hunter, President/CEO of The BACCHUS Network™. Over 250 colleges and universities in the United States have adopted tobacco-free policies. Mr. Hunter expects the trend to continue. “Many campuses across the country are saying, ‘Tobacco use does not support the campus vision of health and well-being for all.’ Colleges have a responsibility to create environments that promote health and a lifetime of learning—for both tobacco users and non-users.”

Though tobacco use has decreased nationally, the young adult population (18-25) remains a higher-risk group with 36% smoking rate. Tobacco-free policies increase cessation rates and decrease the likelihood of new users starting.

Campuses certified through BACCHUS as tobacco-free or smoke-free receive a seal to be displayed on campus literature and websites to let future students and parents know that the institution is committed to the health of its students. BACCHUS will also publicize the certified campuses on their websites and in their publications.

“Conventional wisdom says that once a person turns 18, the risk of starting to use tobacco passes,” says Hunter. “This is not true, and no one knows it better than the tobacco industry. College students, especially, are still experimenting and solidifying health behaviors that they

will take with them into the real world. We want to provide them with a healthy foundation upon which they will build their professional and personal lives.”

Founded in 1975 by students at the University of Florida, BACCHUS has grown from a small student group focused on alcohol abuse prevention to the largest college student organization in the country. Today, BACCHUS and its nearly 1,000 affiliate groups focus on topics ranging from drug and alcohol issues, to mental health concerns, to fitness and nutrition. For more information, please visit: [www.bacchusnetwork.org](http://www.bacchusnetwork.org).

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