



MEDIA ADVISORY

ERROL POVAH TO ARRIVE IN OTTAWA AS PART OF HIS CROSS-CANADA MARATHON IN SUPPORT OF A TOBACCO-FREE WORLD

FOR IMMEDIATE RELEASE

Friday, October 22, 2010

What: Anti-tobacco activist arrives in Ottawa as part of his Journey for a Tobacco-Free World from Victoria to Montreal and then to New York City. Errol walks a marathon distance of 42 kilometres per day. He usually takes only one rest day per week.

Who: Errol Povah, President, Airspace Action on Smoking and Health

When: Sunday, October 24, 2010

Where and When: Errol Povah arrives at the Heather Crowe Park (Scott Street at Island Park Drive) at 2:45 pm. He departs for downtown Ottawa at 3 p.m., arriving at Ottawa City Hall Plaza (110 Laurier Avenue) at 4:15 pm. Media are welcome to join him and interview him at any time during his walk.

Why: To raise awareness about the need to put a powerful multi-billion dollar industry out of business. Every year, 47,000 Canadians die prematurely from smoking-related diseases. The tobacco industry targets children as replacement smokers.

While in Ottawa, Errol will also comment on the benefits of legislation requiring many outdoor public places to be smoke-free. Many British Columbia municipalities have such legal protection. Ottawa does not.

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For more information:

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