

## **Tobacco 'insider' to talk to local teens**

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Dave Goerlitz, internationally-known actor, producer, model, public speaker and educator, will be in Carter County on March 25 and 26 to speak to local middle and high school students about the tobacco industry from his unique perspective as an "industry insider."

Goerlitz was the lead "Winston Man" in R. J. Reynolds' lucrative "Search and Rescue" ad series which moved Winston cigarettes from number four to number two in worldwide sales. In 1988, he took a historic stand against the tobacco industry for targeting young people to increase sales.

His schedule of appearances are:

Tuesday, March 25

\* 7:45 a.m. Ardmore Middle School

\* 9:10 a.m. Plainview Middle School

- 10:50 a.m. Springer High and Middle schools

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Wednesday, March 26

\* 9 a.m. Healdton High and Middle schools

\* 10:30 a.m. Plainview High School

- 12:20 p.m. Fox High and Middle schools

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Goerlitz is being brought to the area by the Carter County Tobacco Use Prevention Coalition, a part of Turning Point, through a grant from the Oklahoma Tobacco Settlement Endowment Trust.

The presentations are open to the public.