



**June 10, 2015**

**FOR IMMEDIATE RELEASE**

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**CLUES Partners With The Center for Disease Control To Promote Its Anti-Tobacco Campaign And To Help Members of Minnesota's Hispanic Community Quit Smoking**

Minneapolis, MN; June 05 2015- In the United States over 480,000 people die each year from smoking-related diseases. Even though smoking related diseases are completely preventable, the number of people suffering from them keeps increasing at a significant cost to individuals, their families and the healthcare system.

The main purpose of the CDC's campaign is to raise awareness of the dangers of smoking, by telling real stories of the lives of former smokers who were affected with debilitating diseases related to the use of tobacco, including colorectal cancer and vision loss.

67 year old Marlene, a member of the CDC's campaign, started smoking when she was in high school and she started to lose her vision at the age of 57. Her best chance to slow down the process of losing her vision is to inject a medication into each of her eyes. "If I had a crystal ball ages ago, I never would have smoked that first cigarette," Marlene added.

To promote tobacco cessation, CLUES Community Health Program offers one-on- one education on the dangers of tobacco use and second hand smoke. Staff also assist community members in enrolling into QuitPlan when they are interested in cessation services.

CLUES has also adopted more than 100 tobacco-free policies in the Twin Cities and Southern Minnesota combined. These policies prohibit tobacco use in businesses, restaurants, and community events. CLUES relies on the support of Clearway Minnesota, Blue Cross Blue Shield Center for Prevention, and the "Nuestros Voces" collaborative in order to promote tobacco cessation in Minnesota's Latino community. CLUES also celebrates the CDC's powerful new campaign, which can effectively help many people quit smoking throughout the nation.

CLUES is a Twin-Cities' based non-profit organization committed to helping Latino families be healthy, prosperous, and engaged in their communities. CLUES' programs and services connect families from all backgrounds to the skills and resources they need to thrive.

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