

For Immediate Release:

Contact: Kimberly Mroziak
Turtle Creek Valley MH/MR, Inc.
412-351-0222 x420

Hoop It Up Basketball Tourney

As a part of National Kick Butts Day, TCV MH/MR, Inc. is partnering with the East End Cooperative Ministry for the Tobacco Free Allegheny Hoop It Up Basketball Tournament on April 1st from 9 AM – 2:30 PM. The tournament is taking place for three successive Saturdays (March 18, 25 and April 1) from 9 – 2:30 at Reizenstein middle school in East Liberty. There are age brackets for kids from 8 to 14. April 1st is the final round of games to determine the champions.

At the event TCV MH/MR, Inc. will have two people in cigarette costumes play basketball against two kids. The purpose is to show that the cigarette characters cannot compete with the kids because they'll be too short on breath. TCV MH/MR, Inc. will also be doing this at the half times of games – about once an hour. A tobacco quiz show will be played between the two tobacco characters and two youth. The tobacco characters will not know the right answers to the health questions about tobacco, or they'll give answers that indicate that they think tobacco is good for youth. The youth will set them straight with their answers. The quiz show will occur between 11 and 12, and possibly again between 12 and 1.

Please come to show your support at Reizenstein Middle School, 129 Denniston Avenue, Pittsburgh, PA 15206. The Hoop It Up Basketball Tournament is sponsored by East End Cooperative Ministry and TCV MH/MR, Inc. through Tobacco Free Allegheny and the Pennsylvania Department of Health. Kick Butts Day is a national initiative to make kids leaders in the effort to stop tobacco use.

Established in 1970, Turtle Creek Valley MH/MR, Inc. is a private, non-profit agency which strives to meet the needs of the community in mental health counseling and treatment; mental retardation therapy and activities and drug and alcohol treatment and intervention for families, individuals, children and adolescents. For further information, about cessation and prevention services offered by TCV MH/MR, Inc. through Tobacco Free Allegheny, please call 412-464-1522 x 500.