



Thunder Bay, World Junior Baseball Championship July 23 – August 1, 2010

From July 23rd through August 1st, the City of Thunder Bay will play host to the world's best junior baseball players, as they participate in the 2010 World Junior Baseball Championship. This world-class event will gather players from 12 countries that will play to determine who is the best in the world.

The organizers of this event believe strongly that the players are leaders and role models for youth, and have implemented a tobacco-free policy for the entire event. This policy, which was established with the assistance of the Thunder Bay District Health Unit, restricts the use of tobacco products by all players, team officials, organizers and contractors involved with the event. The event is being held at facilities with tobacco-free policies, so spectators will also be tobacco-free.

The Thunder Bay District Health Unit is a participating supporter of this event, and will be hosting the championship game. At this game, all spectators will receive Play, Live, Be Tobacco-Free messaging and promotional items, and the game will include on-field activities promoting a tobacco-free lifestyle. This game will be broadcast on national television, providing an opportunity for further reach of the Play, Live, Be message.

Submitted By Ken Ranta, Thunder Bay District Health Unit