

## The ASA High School Tour expands to bring Anti-Tobacco message to 100 Schools via an Action Sports Experience in 2010

Date: 02-09-2010 11:24 AM CET

Category: [Sports](#)

Press release from: [ASA Entertainment](#)

LOS ANGELES (February 8, 2010) – ASA Entertainment (ASA) has selected 100 schools as this year’s recipients of the ASA High School Tour (Tour). The Tour travels the country each year with top ranked skateboarding, BMX and inline skating pros performing daring stunts on a mobile 13’ half-pipe in support of the Campaign for Tobacco-Free Kids. During on-campus assemblies at these 100 schools, the Tour delivers an important anti-tobacco message through attention-grabbing half-pipe performances, entertaining commentary, real-life testimony, trivia questions, brochures, announcements and autograph sessions. It also educates the students about the dangers of tobacco use, the risks from second-hand smoke and ways to combat the pressure to start smoking.

The 2010 Spring Tour will be on the road from February 22 through May 21, traveling to nine key markets across the country while encouraging students to live tobacco-free lives. The 2010 Spring Tour visits one new school each day, five days per week, in each of the following locations:

### 2010 ASA High School Tour Spring Schedule:

Feb. 22 – 26	Ontario, California
March 1 – 5	Sacramento, California
March 8 – 12	San Jose, California
March 15 – 19	Los Angeles, California
March 22 – 26	Phoenix, Arizona
April 20 – 23	Lexington, Kentucky
April 26 – 30	Buffalo, New York
May 10 – 14	Philadelphia, Pennsylvania
May 17 – 21	Boston, Massachusetts

An additional 55 schools will receive action sports events in the fall when the Tour travels to Denver, Minneapolis, Chicago, Cleveland, Columbus, St. Louis, Austin, Dallas, Ft. Worth, San Antonio, and Houston - from September 7 through November 19.

The ASA High School Tour, which is in its eleventh year, is offered free of charge to the schools, largely as a result of its various backers, which include producer, ASA Entertainment, and the U.S. Marine Corps. ASA has produced the Tour since its inception in 2000, while the Marine Corps will be enjoying their fourth tour.

“When we started this program 11 years ago, we hoped it would have the positive impact on students that we’ve been fortunate enough to affect,” said ASA Entertainment CEO Rick Bratman. “If we can encourage even one student to stop smoking or have second thoughts about tobacco use, it’s worth our effort. We’re very thankful to the schools, the action sports pros and our sponsors for the opportunity to bring our tobacco-prevention program to the kids and to reach them with activities that they listen to and respect.”

Top pros from the X Games and ASA Action Sports World Tour will perform at each stop, presenting a rare opportunity for students to interact with their heroes in a one-on-one setting. Currently scheduled to appear this year are pros John Parker (State College, PA) Koji Kraft (Addison, Illinois), Anthony Furlong (Tampa, Florida), Marc Englehart (Lansdale, Pennsylvania), Jay Eggleston (Denver, Colorado), Austin Coleman (Los Angeles, California), Gabe Weed (Walnut Creek, California), Phil Hajal (Gainesville, Florida), Rob Nolli (Orlando, Florida), Elliot Sloan (New York, New York) and Trevor Meyer (Little Rock, Arkansas). After each show, students can obtain pictures and autographs and talk to the athletes about staying tobacco-free.

For photos, videos, reviews and more information about the ASA High School Tour or the Campaign for Tobacco Free Kids, visit [www.asahighschooltour.com](http://www.asahighschooltour.com) or contact Denise M. Abbott at 310 410 3020 ext 309, or via email at [abbott@asaent.com](mailto:abbott@asaent.com).

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Founded in 1994, ASA Entertainment, LLC (an Omnicom Company) is an action sports event, television and content production agency focused on creating and executing customized, turn-key marketing programs that range in scale from grassroots to global. ASA's events, featuring skateboarding, freestyle BMX, inline skating, freestyle motocross, snowboarding and music, are broadcast domestically on CBS Sports, VERSUS, FUEL TV, WGN, Sportsnet NY and Fox Sports Net, and distributed during more than 900 hours of programming to more than 1 billion HH globally via 32 international broadcast partners. ASA's productions span the spectrum from large, international competitions such as the ASA Action Sports World Championships to amateur contests, lifestyle and branded entertainment events, demonstrations, exhibitions and mobile tours. As one of the most established organizations in action sports, ASA Entertainment develops premium content around the fastest growing sector of American sports. For more information, visit [ASAentertainment.com](http://ASAentertainment.com) or [ActionSportsTour.com](http://ActionSportsTour.com).

ASA Entertainment  
5855 Green Valley Circle Ste 308  
Culver City, CA 90230  
Press Contact: Shannon Godfrey xt 317- [shannon@asaent.com](mailto:shannon@asaent.com)

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