



IDAHO DEPARTMENT OF
HEALTH & WELFARE

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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Professional Bull Rider Wiley Petersen Helps Idaho Fight Tobacco Use

When Idahoan Wiley Petersen breaks out of the chute at the Idaho Center Friday evening, he once again will aim for the winner's circle against some very tough competition. At the same time, he also will ride against tobacco related illnesses and disease as he assists the Idaho Department of Health and Welfare's "**Project Filter** – Idaho Fights Tobacco" program.

It is a well-known fact that tobacco companies target select audiences with their promotional messages ever since their ability to advertise has been restricted over the years. One key area where they maintain an overriding presence is at rodeo events throughout the country – including The Professional Bull Riders Association in which Petersen competes.

In the past, Petersen has worn a smokeless tobacco patch promoting tobacco use on his vest. This weekend, he replaces that patch with one from "**Project Filter** – Idaho Fights Tobacco." This relationship with Project Filter marks the first time in the nation that a professional bull rider has agreed to exchange his tobacco sponsor patch for one embracing a positive health-related message. Petersen also agreed to talk to his fellow riders and Idaho residents about the health benefits derived from curtailing tobacco use.

(more)

Petersen has been a professional bull rider for eight years and a consistent national competitor with an impressive nine career-event wins. The Fort Hall resident's best year was 2003 when he came in third place in the overall standings. After a difficult injury in 2004, Petersen finished 10th in the overall standings during the 2006 season.

Wiley always wanted to be a bull rider from a young age and credits his success to hard work, his Christian faith, and guidance provided from his grandfather over the years. He started riding at the age of 10 and won his first buckle that very same year. He kept riding and winning through his junior and senior high years and eventually received a college scholarship to Idaho State University.

Tobacco use takes a heavy toll on the health and pocketbooks of Idahoans. Everyday, four Idaho residents die from tobacco related illnesses. Almost one in five Idaho adults smoke, while an estimated 14,000 Idaho high school students use tobacco products. Idahoans pay over \$300 million a year in healthcare costs to treat smoking related illnesses.

Event Details

Nampa Invitational PBR Event

Idaho Center, Nampa

Friday, April 27 at 7:30 p.m. and Saturday, April 28 at 8 p.m.

Professional Bull Rider Wiley Peterson and Jack Miller, IDHW Tobacco Prevention and Control Program Manager, are available for interviews and background information prior to the Nampa Professional Bull Riding event.

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(Editors: For more information please contact Department of Health and Welfare's Jack Miller, 208-334-4936.)