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BREATHE California of Los Angeles County Receives \$10,000 CVS Health Community Grant

Grant to BREATHE California of Los Angeles County is part of CVS Health's commitment to helping people lead tobacco-free lives

November 1, 2017 Los Angeles, CA, BREATHE California of Los Angeles County announced today that it has received a \$10,000 CVS Health Community Grant. The Community Grants Program was created by CVS Health, as part of its commitment to help people achieve their best health by providing financial assistance to programs that are focused on smoking cessation and prevention. The grant is part of *Be The First*, CVS Health's \$50 million, five-year initiative to help deliver the nation's first tobacco-free generation and extend the company's commitment to help people lead tobacco-free lives.

The support from CVS Health will help support BREATHE California of Los Angeles County's tobacco and nicotine prevention program, FIRST! The program curriculum covers the health and environmental consequences of tobacco and nicotine use, developing assertive communication skills, and utilizing social advocacy strategies to promote community health. The FIRST! Program provides students with the skills and knowledge to resist tobacco and nicotine use and empower them to lead the first smoke-free generation.

"As a pharmacy innovation company, we are committed to building healthier communities and we believe that providing smoking cessation and youth prevention programs is one of the most effective ways to help people lead tobacco-free lives," said Eileen Howard Boone, Senior Vice President, Corporate Social Responsibility and Philanthropy, CVS Health. "We are pleased to support the work that BREATHE California of Los Angeles County does in the community and we look forward to working with them in fulfilling their program's mission."

BREATHE California of Los Angeles County was selected to receive a grant through the CVS Health Community Grants 2017 application process. This year, grants were specifically awarded to smoking cessation programs offered in a community setting that are helping people lead tobacco-free lives and are reducing the prevalence of smoking.

Last year, CVS Health announced *Be The First*, a five-year, \$50 million initiative to help deliver the first tobacco-free generation and extend the company's commitment to helping people lead tobacco-free lives. With support and funding through CVS Health and the CVS Health Foundation, *Be The First* supports comprehensive education, advocacy, tobacco control and healthy behavior programming delivered by a group of national partner organizations. For more information about *Be The First* and CVS Health's broader commitment to tobacco-free living, please visit www.cvshealth.com/be-the-first.

BREATHE California of Los Angeles County

Breathe California of Los Angeles County (BREATHE LA) is a 501(c)(3) local public benefit non-profit organization committed to clean air and greater lung health for Los Angeles County residents; our work is significant because everyone has a stake in the air we breathe. Our work at BREATHE LA is uniquely positioned in the community because we provide services at the crossroads of the environment and health. We promote our quality-of-life initiatives through community education and awareness efforts, particularly committed to improving lung health among those most disproportionately affected by poor air quality and greater incidence of chronic lung disease.

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