



SAMPLE PRESS RELEASE

(Your logo here)

FOR IMMEDIATE RELEASE

Media Contact:
Contact Name
Phone
Email

(Your housing corporation/company name) Adopts No-Smoking Policy for (name of building or # of units)

(City, Ontario). – (Insert today's date) – ABC Housing Corporation, a (City)-based housing corporation specializing in the provision of affordable multi-family housing, is pleased to announce the adoption of a no-smoking policy for approximately (#) affordable housing units. Effective (insert date), the no-smoking policy will apply to all new residents and will prohibit smoking tobacco inside private units, as well as (insert other locations where smoking is prohibited).

Tenants in Favour

A tenant survey completed earlier this year revealed strong support among current residents of (insert housing corporation/company name) for a smoke-free living environment. (Insert percentage) of tenants indicated they would like to see the whole building become smoke-free, including outdoor areas.

Market Demand Supports No-Smoking Policies

Almost two-thirds (64%) of Ontarians living in multi-unit dwellings prefer smoke-free living, according to a 2006 survey commissioned by the former Ontario Tobacco-free Network, a provincial interagency network consisting of the Canadian Cancer Society, Ontario Division, the Heart and Stroke Foundation of Ontario and The Lung Association. Approximately 85% of Ontarians do not smoke, and over 80% of Ontario households already have policies prohibiting smoking indoors. There is currently a serious shortage of rental accommodation in Ontario for people who want or need to live smoke-free.

Policy Will Be Applied Gradually

By law, all current tenants of (insert housing corporation/company name) will be 'grandfathered' (exempted) for the duration of their tenancies until they choose to move out. This means that they, along with their visitors or guests, will continue to be permitted to smoke inside their rental units, on balconies or patios, as well as anywhere else on the property.

However, as of (enter date), all new tenants will be required to sign a tenancy agreement that includes a no-smoking clause. This means that new tenants and their visitors or guests will not be permitted to smoke tobacco in any of the rental units, on balconies or patios or anywhere else on the property. Existing residents are encouraged to voluntarily comply.

(Insert a quotation here from owner/president of company—example: “Through our survey, as well as from complaints about second-hand smoke, we have found that our residents greatly appreciate the amenity of smoke-free living. In addition to the health benefits of a no-smoking policy, we hope to provide residents with cleaner, better maintained units and a reduced risk of fire.”) A no-smoking policy also means less costly cleaning and maintenance for the removal of tobacco residue upon apartment turnover.

“Ontarians are protected from the known hazards of exposure to second-hand smoke in workplaces and public places. Unfortunately, many people have been quietly suffering in their own homes, thinking that nothing could be done about involuntary exposure to their neighbour’s smoke. Tenants will be happy now because they won’t have to breathe second-hand smoke where they live,” said Pippa Beck of the Non-Smokers’ Rights Association. “In addition, property owners will have less maintenance, less expensive turnovers and fewer fire hazards to worry about.”

(Insert housing corporation/company name)’s no-smoking policy does not prevent smokers from renting accommodation or force current smokers to quit—it is all about providing residents with clean, smoke-free air.

About (Insert your housing corporation/company’s name)

(Insert background information here—when it was founded, where it is headquartered, what the housing corporation/company specializes in, how many properties and units you have, etc.)

For more information, visit (insert your company’s website here).

-31-

About the Non-Smokers’ Rights Association

The Non-Smokers’ Rights Association is a non-profit organization with a mission to promote public health by reducing illness and death caused by tobacco, including second-hand smoke.

For additional information, contact:

Pippa Beck
Policy Analyst
Non-Smokers’ Rights Association
613.230.4211 X 1