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Betsy Johnson Regional Hospital to Become Completely Tobacco-Free in November 2008

DUNN, NC (**May 13, 2008**) – Betsy Johnson Regional Hospital announced plans today to become a 100 percent tobacco-free campus beginning November 3, 2008. While Betsy Johnson Regional Hospital has banned the use of tobacco products inside their buildings for several years, this new policy will exclude the use of tobacco products for employees, patients, physicians, families, visitors and volunteers and all others who either visit or do business on any property owned by Betsy Johnson Regional Hospital.

Nearly 78 percent of North Carolina's hospitals have already successfully adopted a tobacco-free policy, and Betsy Johnson Regional Hospital is pleased to join them in an effort to promote good health.

"As a regional hospital, I believe it is our job to encourage and support healthier lifestyles," said Ken Bryan, president and CEO of Betsy Johnson Regional Hospital. The tobacco-free policy is a demonstration of our commitment to protect everyone who comes through our doors from exposure to second-hand smoke and the many illnesses linked to tobacco."

During the seven months leading to the policy change, smoking cessation classes will be expanded for both employees and the community in an effort to support those who may choose to quit smoking during this conversion. Additional resources in support of cessation are also available at the NC Quitline (800-QUITNOW – 800-784-8669), Freedom From Smoking online courses and the American Lung Association.

Betsy Johnson Regional Hospital, a 101-bed private not-for-profit hospital based in Dunn, North Carolina, offers emergency, primary and specialty care services to Harnett, Cumberland, Johnston, and Sampson County residents. Serving patients since 1940, the hospital has nearly 100 affiliated physicians and over 770 employees. For more information, visit www.bjrh.org.

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