



Eden Park going smokefree in 2008

Eden Park is going smokefree in 2008! From 1 January patrons will be asked to help keep all outdoor areas smokefree – other than designated smoking areas.

The smokefree initiative is being driven by the Eden Park Trust Board which sees it as an opportunity to promote a healthy message to patrons and fans, many of whom are young. Research shows that the less children and young people see other people smoking, the more likely they are to stay smokefree as adults.

Smokefree environments have become the norm in New Zealand and internationally. Mt Smart Stadium went smokefree in all seating areas this year for Warriors games and events and feedback has been extremely positive. A survey taken in August found that 80 per cent of respondents thought the fact that Mt Smart Stadium is 'smokefree in the stadium seats' either 'very good' (15 per cent) or 'excellent' (65 per cent).

The Eden Park initiative has support from Auckland Rugby and Auckland Cricket, and also has the backing of the Auckland Regional Council, Auckland Regional Public Health, the Cancer Society, Heart Foundation, Health Sponsorship Council, Action on Smoking and Health, Te Hotu Manawa Maori, Te Reo Marama, Smokefree Coalition, the Public Health Association and the Stroke Foundation.