

**FOR IMMEDIATE RELEASE**

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**Capitol Broadcasting Company Makes Leadership Pledge  
to American Lung Association of North Carolina Centennial Campaign**

Raleigh, NC – June 20, 2007 - The American Lung Association of North Carolina is pleased to announce that Capitol Broadcasting Company has made a leadership pledge to the Centennial Campaign that will allow the organization to serve even larger and more diverse communities in its second century of service.

This year, as the American Lung Association of North Carolina celebrates 100 years of accomplishments, the organization is working to create a new service delivery model, the Lung Health Network, that will enable it to meet the community's increasing demand for lung health information, education, research and advocacy.

The Lung Health Network (LHN) will be created in partnership with the state's major medical centers and will enable any citizen to learn how to better manage lung disease with appropriate training, information, resource referral and education.

The Lung Association has accomplished much during the past 100 years: a successful fight to control tuberculosis; research leading to major discoveries such as surfactant; programs for people living with asthma and other lung diseases; advocacy for health and clean air legislation; and effective efforts to reduce teen smoking. These are just a few of the ways in which the ALANC has made a tangible, positive difference in the lives of thousands of North Carolinians.

Because lung disease is chronic and requires a complex care regimen, quality of life issues are a primary concern. The LHN will serve as the liaison between the health care provider's office and the patient's daily life to improve health, quality of life and to reduce costs. Providing training and instruction, reinforcing medical compliance, and connecting patients to clinical trials will make a tremendous impact on the outcome of lung disease in our state.

The American Lung Association funds vital research on the causes of and treatments for lung disease. With the generous support of the public, the American Lung Association of North Carolina is "*Breathing Health into Life.*"

For more information about the American Lung Association of North Carolina or to support the work it does, please call 919-832-8326 or log on to [www.lungusa.org](http://www.lungusa.org).