



PRESS RELEASE

155 NE 100th Street, #400
Seattle, WA 98125-8011
Phone: 206.517.2350
Fax: 206.526.8490
www.wapc.org
Emergency: 1.800.222.1222

FOR RELEASE

March 20, 2005

CONTACT:

Kerri Booth
206-517-2388

Does Mr. Yuk have a reason to smile?

Mr. Yuk, with his famous tongue-out frown, may be tempted to smile this week. For 32 years the familiar scowling icon has been warning Washington children about the dangers of poisons and reminding parents to keep household and other toxic products out of reach. This week, as the nation recognizes Poison Prevention Week (March 20-26), the Washington Poison Center releases new educational materials featuring Mr. Yuk and the national toll-free Poison Center phone number, **1-800-222-1222**.

Among the new materials are four poison prevention and treatment brochures targeted to Washington residents:

- **Poisons** – This general brochure informs readers about what to expect when they call the Poison Center, along with helpful tips on how to prevent a poisoning.
- **Plants** – “Uprooting” common myths about toxic plants, this brochure gives information on how to be safe with plants and how to get a list of known unsafe plants.
- **Older Adults** – Reminds adults that the Poison Center is also for them and informs them about how they can prevent poisonings and medication errors.
- **Animals** – Did you know the Poison Center answers calls about pets? This brochure gives animal owners information that may save a trip to the vet.

Other materials include magnets and phone stickers featuring Mr. Yuk and the national toll-free number, **1-800-222-1222**.

Call the Washington Poison Center at **1-800-222-1222** to get a copy of the above-mentioned materials for you and your family. Agencies and organizations interested in obtaining bulk copies may call the Poison Center Education Department for more information. All four brochures will be available in multiple languages later in the year.

“The Poison Center has been known to be for children, but the fact is that everyone, including our pets, can be poisoned,” said Washington Poison Center Medical Director, William O. Robertson, M.D. “We want everyone to know that the Poison Center can help, free of charge.”

For more information on the Washington Poison Center and Mr. Yuk, visit the Washington Poison Center online at www.wapc.org.

The Washington Poison Center is a nonprofit service organization that provides 24-hour emergency medical assistance, information and education about toxic substances or suspected poisons. The Washington Poison Center is funded through a contract with the state of Washington and the federal government, along with grants and donations.

#