

EXPOSE BIG TOBACCO

Big Tobacco's lies are everywhere. They're in advertising messages like "Be Kool," "Pleasure to burn" and "Light and Luscious." They're in the magazines we read, the movies we watch, even the stores where we shop... and they are killing nearly half a million Americans every year.

The tobacco industry addicts more than 1,000 youth every day - and one in three of them will die prematurely because of tobacco.

So what does Big Tobacco see when they look at teens? They see "replacement customers" for the smokers they kill every single day. As a 1981 Philip Morris marketing report notes, "Today's teenager is tomorrow's potential regular customer."

Well, we'll see about that. Today's teens are turning the tables on Big Tobacco by exposing their lies and manipulations. On Kick Butts Day and throughout the year, youth are choosing to STAND OUT... SPEAK UP... and SEIZE CONTROL in the fight against Big Tobacco!

Youth are telling the real story about tobacco. They're spreading the word that tobacco use is the number one cause of preventable death and disease in the United States. In fact, tobacco use kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides COMBINED.

Worldwide, tobacco use kills one person every 6.4 seconds - that's 545 people every hour and 13,100 every day. In the U.S., that's one dead American every 72 seconds.

Too many people - nearly 5 million worldwide - die each year from tobacco-related diseases. And while millions of people are dying, Big Tobacco is raking in billions and billions of dollars.

Big Tobacco knows people wouldn't buy their deadly products if they told the truth, so they spend more than \$13.3 billion a year on deceptive advertising and marketing. In the two minutes it takes you to brush your teeth, they spend more than \$50,000. In the hour you spend listening to your favorite CD or watching American Idol, they spend more than \$1.5 million targeting you.

Publicly, Big Tobacco denied for years that their products are addictive, but their own documents tell a different story. As early as 1963, Brown & Williamson said (privately, of course), "Nicotine is addictive. We are then in the business of selling nicotine." In 1994 however, executives from the seven major tobacco companies testified in front of Congress that they did not believe nicotine is addictive. That's interesting, eh?! Philip Morris was pretty clear about what they really thought about nicotine back in 1972, "The cigarette should be conceived not as a product, but a package. The product is nicotine. . . think of the cigarette pack as a storage container for a day's supply of nicotine. . . think of the cigarette as a dispenser for a dose unit of nicotine... think of a puff of smoke as the vehicle of nicotine."

Big Tobacco knows nicotine gets and keeps people addicted to their products. And once addicted, people are constantly exposed to all the dangerous chemicals in tobacco. With every puff of a cigarette, a smoker breathes more than 4,000 chemicals including ammonia (a poisonous gas and a powerful toilet cleaner), arsenic (a potent rat poison), acetone (a poisonous solvent and paint stripper), formaldehyde (used to preserve dead bodies), toluene (a poisonous industrial solvent), polonium-210 (a highly radioactive element) and carbon monoxide (a poisonous gas). Totally disgusting...but totally true!

Now you know the facts. It's time to spread the word and get people excited about making a change! Use this guide as a...well, guide! It has tons of helpful info in it. You can also check out www.tobaccofreekids.org to get more OUTRAGEOUS info about Big Tobacco and what young people are doing to fight back!

