

“STEP RIGHT UP! YOU TOO CAN TAKE A HIT AT BIG TOBACCO.”

SUMO WRESTLING/BOXING MATCH

Use a boxing match to help expose how the tobacco companies enjoy the profits from their deadly products rather than caring about the lives of their customers. The tobacco industry spends more than \$13.3 billion on marketing in the U.S. alone and makes hundreds of billions of dollars in profits. Meanwhile, each year 5 million people die from tobacco use worldwide. There are several ways you can set up the boxing match. You and your group can decide to make it as elaborate or as simple as you'd like.

AGE GROUP: Middle to high school groups to organize.

NUMBER OF PARTICIPANTS: As many as possible, however there should be at least 4–5 people to run the event.

TIME: 4–10 weeks.

RESOURCES: Materials to make a boxing ring (some ideas: four stakes, tarp or mattresses, and twine or rope), a megaphone, poster board and art supplies, table, huge inflatable boxing gloves, sumo wrestling costumes and costumes for a tobacco representative and someone to fight him (a youth advocate perhaps). Other options include renting a ring for the match or obtaining a big cigarette costume for the tobacco executive to wear.

COST: \$50–\$400.

Day of the Event

- **Set up your boxing arena.** Use posters with tobacco facts such as “1200 Americans die each day from tobacco-related diseases,” to decorate the area surrounding your event.
- You will need four people to play different roles during this event:
 - **Big Tobacco Executive:** Have him/her wear a suit or a big cigarette costume. Tape fake money to this person.
 - **Youth Advocate:** Use t-shirts and gear to distinguish the student.
 - **Announcer:** Give this person the bullhorn/megaphone.
 - **Sign Holder:** Have him/her wear flashy clothes to attract attention.
- The Announcer has the job of attracting the attention of passersby to the ring. He/she can offer catchy statements like “Step right up! You too can take a hit at Big Tobacco.” Have passersby put on the inflatable gloves and let them punch the tobacco industry representative. Instruct the sign-holder to carry a poster board with a tobacco fact, and change it every three minutes (the length of a boxing round). Post the tobacco facts posters around the ring after they have been held up.
- **Call to action**
 - Send the passersby to a nearby table after they have taken a hit at the tobacco executive.
 - At the table have template letters or pre-made cards to send to their elected officials/policy makers about pertinent tobacco control issues (smoke-free workplaces laws, tobacco prevention funding, etc).
 - Place gear from your group and information about getting involved at this station as well.

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