



A Generation United Against Big Tobacco

MEDIA ADVISORY

For Immediate Release
February 21, 2005

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TRUTH CAMPAIGN - DEFYING ALL ODDS
-Students Working Against Tobacco Take TRUTH Campaign on Tour-

- WHO:** Students Working Against Tobacco (SWAT)
- WHAT:** SWAT takes their message to the streets with a 9-city Truth bus tour as part of their 8th Annual Teen Tobacco Summit. Three of tour stops will be in Brevard County! SWAT will train over 200 new youth advocates on tobacco industry tactics and give them hands on experience in **guerrilla style street marketing** techniques to bring **truth** to the public.
Their message: Big Tobacco Kills 81 Floridians EVERY DAY!
- WHEN:** Saturday, February 26, 2005
- WHERE:** Beginning at the Hyatt Regency Orlando Airport at 9:30 AM, seven buses loaded with youth advocates will set out in three different directions to blanket central Florida with the truth message. Each tour route will make multiple guerrilla marketing stops and culminate back in Orlando at the TD Waterhouse Center (600 W. Amelia Street) at about 4 pm, where SWAT will film a commercial based on an initiative they plan to unveil on Sunday. Please call for a list of specific tour times and locations.
- WHY:** 81 Floridians die EVERY DAY from a tobacco-related illness – that is almost 30,000 every year and Big Tobacco is still targeting our generation to fill their shoes.

truth Shout it out, spell it out, get it out! **truth**

Don't miss out on this great opportunity to capture the State's youth 'defying all the odds' and spreading the truth message to all Floridians!

Great Photo Opportunity

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