



How many cigarette ads did kids see in your neighborhood this week?

Why is this a problem?

- Teens are more influenced to smoke by advertising than by peer pressure.
- Each year, over 8,500 Long Island kids become new smokers.
- Eventually 1/3 of these youth will die from tobacco-caused diseases.

Who's helping to make a difference?

We would like to thank the over 500 local store owners who joined our community project by voluntarily agreeing to reduce tobacco ads in their stores.

Check out the list of participating stores on our website BreatheFreely.org and thank your store owners for their commitment to our kids. If your store is not listed; you can give them this ad and ask them to join our project by contacting us at (631) 265-3848, x15.

Tobacco Action Coalition
of Long Island



www.breathefreely.org

Let's work together as a community to take a stand against Big Tobacco and protect our youth from becoming the next generation of smokers.