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VINE STARS DEBUNK SOCIAL SMOKING MYTHS WITH truth® [VIDEOS]
New #FinishIt Series Spotlights: Occasional Smoking Has Serious Health Impacts

October 1, 2015 – Washington, DC: Vine stars have an important message: no matter how much or how little you smoke, Big Tobacco gets paid every time you light up, so don't get played! Logan Paul, Christian DelGrosso, Allicattt and Jerry Purpdrank have teamed up with the award-winning **truth**® campaign to produce a series of 15-second advertisements that spread **truth**'s life-saving messages to a teen audience.

Social smoking—e.g. only smoking with friends, only smoking on the weekend, or just lighting up at parties—is not a casual or harmless activity. Every puff is dangerous and addictive: half of teens who try cigarettes in college are still smoking four years later. In the ads, Logan Paul, Christian DelGrosso, Allicattt and Jerry Purpdrank debunk popular myths surrounding social tobacco smoking that can lead teens and young adults to underestimate the dangers of light or intermittent smoking. The new video series - *Big Tobacco Be Like* - will debut during the season finale of "Fear the Walking Dead" and premiere of "The Walking Dead," which air on October 4th and 11th respectively.

[Insert 2 Videos Here: Jerry Purpdrank/Logan Paul]

"Whether they're saying it out loud or not, some people are often the 'I only smoke when I drink' or 'I don't smoke alone' types," said Jerry Purpdrank. "But, just like we point out in the videos, every time you light up—whether you bought that pack or not—you're helping put cash in the pockets of Big Tobacco."

[Insert 2 Videos Here: Christian DelGrosso/Allicattt]

"I've seen firsthand the dangerous effects of tobacco, and I know that a lot of young people still think smoking is a casual and harmless activity," said Allicattt. "I wish teens understood that even alternative and seemingly "harmless" forms of tobacco—like hookah or flavored cigars—are still bad for you. There are so many marketing ploys out there to make us believe that these are ok for us to consume, but in reality, it's still smoking, and all smoking is harmful."

Since the launch of the **truth** campaign in 2000, teen cigarette use has dropped from 23% to just 8%. In recent years, however, teen smoking as a whole has remained static due to the use of emerging products like hookah. These newest videos are part of **truth**'s *Finish It* campaign that empowers smokers and nonsmokers alike to make this the generation that ends tobacco use by giving teens the facts, sharing progress in the fight against the tobacco epidemic and providing tools teens can use to creatively combat Big Tobacco on their own. *Big Tobacco Be Like* follows the debut of *It's A Trap*, which

premiered on the broadcast of the MTV Video Music Awards and introduced the dangerous realities of social smoking. *It's a Trap* has already been viewed more than 51 million times, and teens are encouraged to keep sharing that ad along with the new *Big Tobacco Be Like* videos with #BigTobaccoBeLike. They can find more opportunities to help #FinishIt by following the **truth** campaign @truthorange.

"We love working with Viners like Logan, Christian, Allicattt and Jerry because they become our co-creators and co-directors," said Eric Asche, chief marketing officer at Truth Initiative. "They understand how to connect with people, and knowing they personally feel strongly about this generation ending smoking keeps their message authentic."

The *Finish It* campaign and new video series - *Big Tobacco Be Like* - created by Truth Initiative and **truth**'s agency of record 72andSunny. Media planning and buying for the *Finish It* campaign and new video series - *Big Tobacco Be Like* - is handled by Assembly, **truth**'s media agency of record. Both agencies are part of MDC Partners.

About truth

truth[®] is the most successful and longest running national youth smoking prevention campaigns. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social consequences of smoking. **truth** gives teens facts to make their own informed choices about tobacco use and inspires them to use their social influence and creativity in the fight against tobacco. The campaign is credited with preventing hundreds of thousands of teens from starting to smoke, and is working to make this the generation that ends smoking for good. To learn more, visit thetruth.com. **truth** is part of Truth Initiative, a national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco. To learn more about their work speaking, seeking and spreading the truth about tobacco, visit truthinitiative.org.

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