



PO Box 492028 • Los Angeles, CA 90049-8028
Tel. (310) 471-0303 Fax (310) 471-0335

-- FOR RELEASE TO THE HOME VIDEO INDUSTRY --

August 1, 2006
Contact: Lupe Lopez
(310) 471-4270

View the [One sheet](#)

**GRANDSON OF R.J. REYNOLDS WILL GO ON NATIONAL PRESS
TOUR TO PROMOTE NEW DVD FOR FAMILIES,
*A TALK WITH YOUR KIDS ABOUT SMOKING***

Patrick Reynolds, the grandson of tobacco company founder R.J. Reynolds who had the courage to speak out against Big Tobacco, will go on a national promotional tour shortly after the street date to promote his new DVD for families, [*A Talk With Your Kids About Smoking*](#).

Strong media interest is expected because of Reynolds' family name, with interviews on national TV and wide print coverage.

Other marketing plans include running a [full page ad](#) in two home video industry trade magazines, to alert buyers that stores may order the DVD prior to its September 12th street date. The ad will first run in the August 7th issue of *Video Business*, and next in the August 20th issue of *Home Media Retailing*.

A large public relations firm will be retained to orchestrate his press tour.

Reynolds also believes that a major video chain would benefit by featuring his DVD in its stores as part of a new "We care about kids" public relations campaign, aimed at positioning their company as caring about youth, and go beyond entertaining them. He is willing to announce the participating company's campaign as part of his media tour, and to follow up with future DVD releases, initially in the areas of drug and alcohol prevention.

With an order date of August 22nd and a street date of September 12th, the DVD's release is timed to coincide with back-to-school month. Strong sales are expected during the Christmas shopping season as well.

In *A Talk With Your Kids About Smoking*, Reynolds is impassioned and persuasive as he speaks to 1000 9th graders, with a goal of empowering them to stay tobacco and drug free. This multimedia presentation includes award-winning TV spots, film clips, photos and graphics, and follows CDC guidelines. Mr. Reynolds has no ties to Big Tobacco. A Family Discussion Guide is included. For grades 6 – 12.

Former US Surgeon General C. Everett Koop commented in 2005, "Patrick Reynolds is one of the nation's most influential advocates of a smokefree America. His testimony is invaluable to our society."

The video is distributed by Victory Multimedia, (310) 590-1388 and will be available through the following major wholesalers: Baker & Taylor, Ingram Entertainment, Navarre Corporation, VPD and Waxworks.

A new edition of *The Gilded Leaf*, Reynolds' colorful book about his RJ Reynolds family, initially published by Little Brown in 1989, was brought back into print in June, 2006, by iUniverse.com, tel (800)288-4677 x 501.

An ONLINE PRESS KIT for the DVD, with high resolution art and video clips, is at: www.tobaccofree.org/talk/

***** "Compelling and honest! The best and most up-to-date video on teen tobacco use. It has no weaknesses. In my opinion, it is the best video available."

Russell Henke, Evaluator of Health Education Materials for Montgomery County, Maryland

***** "A powerful mix of great TV spots, live talk, photos, film clips and excellent graphics.

Linda Currier, Safe and Drug Free Schools

Title: A Talk With Your Kids About Smoking

SRP: \$19.95

Genres: Family – Kids – Education

UPC: 859515001015

ISBN-10: 0-9711567-1-9

ISBN-13: 978-0-9711567-1-5

Order date: August 22, 2006

Street date: September 12, 2006

Vendor: Tobaccofree.org (800)541-7741

Catalog No. TF 0101

- Emphasizes the addictiveness of nicotine
- How tobacco advertising is deceptive
- A new awareness of stars who smoke in films
- Teaches a clear formula for saying no
- Includes a warning about drugs and alcohol
- Stresses talking to others, and not isolating
- A promise: the smokefree society is coming
- Parent's Discussion Guide included

Praise for *A Talk With Your Kids About Smoking*

"I have recently reviewed and evaluated a tobacco use prevention video, *A Talk With Your Kids About Smoking*, which features Patrick Reynolds. He is a grandson of RJ Reynolds, and well known to schools throughout the nation as a sought-after tobacco prevention speaker.

"This video, which shows a live talk to high school students by Mr. Reynolds, is a compelling and honest overview of the health problems caused by tobacco. The video is an excellent fit with our high school unit on tobacco, alcohol and other drugs. It meets all of our factual information objectives on tobacco use.

"It is the best and most up-to-date video on the topic of teen and adult tobacco use. It has no weaknesses! In my opinion, after viewing many similar videos, it is the best video available. "

Russell Henke
Evaluator of Health Education materials
Montgomery County Public Schools
Montgomery County, Maryland

"This video had a huge impact on my kids. I have shown it to all of my PE kids -- 6th and 8th grade -- and they were enthralled. I've never had 42 children in a portable classroom so quietly at the same time! We were so moved that many different activities stemmed from the viewing, and I am wrapping up the Tobacco unit with two days in our computer lab, going on a virtual field trip and taking a Webquest. I am grateful for this video."

Carol Carey, PE teacher
Dartmouth Middle School
San Jose, CA

"*A Talk With Your Kids About Smoking* is a powerful mix of great TV spots, live talk, photos, film clips, and excellent graphics. This video was so effective; it will be an important part of our new tobacco education campaign. It should be in every middle and high school library."

Linda Currier, Safe and Drug Free Schools
Drug Education Coordinator
Eagle Mountain-Saginaw School District, Fort Worth, TX

Content summary

A Talk With Your Kids About Smoking

A new video for families

DVD or VHS

6th - 12th grades

A Talk With Your Kids About Smoking follows CDC guidelines, and helps empower youth to stay tobacco free and drug free.

This multimedia presentation has award-winning TV spots, film clips, photos and graphics, and includes sections of a live talk by Patrick Reynolds to 1,000 ninth graders.

The video emphasizes the addictiveness of nicotine, and opens young eyes to how tobacco advertising manipulates youth. In this video, tobacco ads from 2006 are shown for Camels with candy flavors, such as 'Warm Winter Toffee', 'Kuaili Kolada', and 'Winter Mocha Mint'.

Also shown are KOOL's cigarettes packages from 2005, with drawings of hip hop artists, rappers and DJ's on the cigarette pack. One KOOL pack even shows a youth party going on on the package.

The tobacco industry knows that 90% of all US smokers became addicted before reaching age 19, and almost no one starts after age 19. They have targeted youth in ad campaigns, and that's why it's so important to view this video together with your children.

The video also creates a new perception of smoking in films, and asks youth to be aware that stars are setting a bad example for them, when they make smoking look cool onscreen.

A Talk With Your Kids About Smoking also motivates teens to resist peer pressure by providing them with a clear formula for saying no. It also empowers students to make more responsible choices about drugs and alcohol.

Reynolds stresses more than once the importance of talking to others about quitting smoking or about other concerns, and not isolating. He urges students to "Stay with what's bothering you, and talk to others about it -- a trusted teacher, your parents, your friends, or the school counselor. Don't try to solve it alone."

Mr. Reynolds also employs storytelling in the video. He skillfully tells the story of Sean Marsee, a promising high school track star who started using chewing tobacco in his mid teens, became addicted and died of mouth and jaw cancer at 19. He shows heartbreaking before-and-after photos of the boy, who lived in Oklahoma in the 1970's. This section makes a very compelling case, especially to younger children, to remain tobaccofree.

Reynolds also offers youth an informal initiation into life. "Thousands of years ago, elders would take youth into the forest or desert and make their lives uncomfortable for a few days, depriving them of sleep or food, and putting obstacles in their path. Don't worry, we won't do that today," he says. "What the elders were trying to say is that life will bring difficulties. Today, as I welcome you a little closer to the world of adults, I want to gently let you know that life brings all adults obstacles and difficulties. When the hard moments come, sadly some turn to alcohol or tobacco -- or drugs, which will destroy your life! Instead, talk to your parents, a trusted teacher, your friends, or the school counselor. Connect with another person, and together we will solve the problem."

Studies show that today's teens have significantly increased worries and doubts about the future. Mr. Reynolds believes this is a factor in teen smoking and drug use, and he includes a section near the end which aims to strengthen their faith in the future. "Catch my faith that there are wondrous times ahead, and you'll need your health, every precious bit of it, in the incredible years ahead of you. So don't smoke, and don't drink, and don't use drugs -- because the future is looking amazing. I close with this promise: the Smokefree society is coming one day -- and it's coming because of you."