

**P**atrick Reynolds is a grandson of tobacco company founder R.J. Reynolds, makers of Camel and Winston cigarettes, but after his father died from smoking, he became a well known advocate for the tobacco-free cause in the US.

Mr. Reynolds was covered by the national Greek press when he spoke in Greece at the invitation of the Minister of Health in 2009. The Minister appeared publicly with Patrick at a conference, and Mr. Reynolds also spoke to teens at a school in Athens. The Greek news coverage was tremendous.



## "Grandson of R.J. Reynolds Asks Youth Not to Smoke"

Skai TV, Greece



"The speech by Patrick Reynolds caused a sensation at the conference. He has been involved in an anti-smoking campaign in the US for decades..."

Kathamerini Wire Service



"Besides what he has done in the US, Patrick Reynolds is now starting an international campaign. He hopes his visit to Greece will open doors to go to China, Russia, the Middle East, Europe, and other countries..."

Ta Nea (The News)



Mr. Reynolds can speak for one day, or stay longer and go on a national tour of several cities. With the local press invited in each city, he will speak to children in schools, and if requested, meet with publicly with city officials.



At our conference launching the national campaign, Mr. Reynolds gave a well-informed, polished and persuasive speech and assisted us in promoting the Greek State's agenda on tobacco, through strong and very positive national media coverage of his visit. Moreover, his talk to youth ages 10 - 14 at one of our local schools was a tremendous success, and made a significant impact on several hundred students in attendance.

Thus, I hereby would like to highly recommend Mr. Reynolds as a speaker targeting all ranges and ages of society as well as a core representative to the press regarding the negative effects of smoking and secondhand smoke.

Mr. Reynolds has been a most valuable addition towards our public health efforts in Greece, and has made a noticeable difference to our national efforts against smoking.

From the letter of support sent by **Alexis Zorbas** Strategy Unit Ministry of Health, Athens, Greece May 12, 2009.

TobaccoFree<sup>.org</sup>

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"Having served in secondary school education for over three decades, I have heard many anti-smoking speeches, and I must admit Patrick Reynolds' talk was superb -- absolutely the best. My students were duly impressed. They told me it was remarkable. And keep in mind, these are teenagers! I was told that he even reached the smokers. And I believe that says it all. We are looking forward to having him back."

**Olga Julius**, Principal  
Pierce College, Athens, Greece  
April 30, 2009

For additional quotes, please click on  
[www.tobaccofree.org/clients/](http://www.tobaccofree.org/clients/)

Bring Patrick Reynolds to your nation. The news coverage of his visit will be strong and positive, and will bring the tobacco-free message to millions of people in your country.

Government and corporate sponsors are now being sought. Please contact our office to discuss having this respected champion of the tobacco free cause speak in your nation. Working together, we will save many lives.



# Links

Video clips of Mr. Reynolds' recent TV news interviews

[www.tobaccofree.org/tv/](http://www.tobaccofree.org/tv/)

Video clips from his talk for youth in school

<http://tobaccofree.org/clips/>

Patrick Reynolds' biography

[www.tobaccofree.org/bio/](http://www.tobaccofree.org/bio/)

News coverage in Greece

[www.tobaccofree.org/news/index.html#Greece](http://www.tobaccofree.org/news/index.html#Greece)

What people are saying about his speaking and leadership

[www.tobaccofree.org/clients/](http://www.tobaccofree.org/clients/)

[www.anti-smoking.org/support/](http://www.anti-smoking.org/support/)

This document is online at

[www.tobaccofree.org/intl.pdf](http://www.tobaccofree.org/intl.pdf)

# Contact

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# Address

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# Patrick Reynolds' Biography

Patrick Reynolds' [advocacy work](#), motivational [talks to youth](#) and [appearances in the national press](#) have made him a well known and respected champion of a smokefree society. He has helped remind millions of people of the dangers of smoking.

Patrick watched his father, RJ Reynolds, Jr., his oldest brother RJ Reynolds III, and other members of his family die from cigarette-induced emphysema and lung cancer. Concerned about the mounting health evidence, he made the decision to speak out against the industry his family helped build. He was the first tobacco industry figure to do so.

A grandson of cigarette company founder RJ Reynolds, Patrick first spoke out publicly at a Congressional hearing in favor of a ban on all cigarette advertising in 1986. In late 2003, former US Surgeon General C. Everett Koop said, "Patrick Reynolds is one of the nation's most influential advocates of a smokefree America. His testimony is invaluable to our society."

"I chose this work because my father died from smoking and because I am able to make a difference on tobacco issues as a member of the R.J. Reynolds family. None of my family work for R.J. Reynolds Tobacco Company, and we have agreed to disagree about this."

In March, 2009, Mr. Reynolds met in Washington DC with U.S. Congressman Henry Waxman to offer his support for the bill for FDA regulation of tobacco. The bill was passed by both Houses in June, and shortly after was signed into law by President Obama.

In April, 2009, Mr. Reynolds was invited to Greece by Health Minister Avramopoulos to call attention to the serious health hazards posed by second hand smoke and tobacco use. There was strong [Greek news coverage](#); Mr. Reynolds was profiled in numerous national Greek media outlets.

Mr. Reynolds' Foundation is presently contacting Health Ministers around the world. He hopes to meet publicly in each country with the Health Minister and speak to children in schools to call public attention to the problem of tobacco use, as he did in Greece.

Alexis Zorbas of the Greek Health Ministry sent a [letter of support](#) which said, "At our conference launching the national campaign, Mr. Reynolds gave a well-informed, polished and persuasive speech, and assisted us in promoting the Greek State's agenda on tobacco, through strong and very positive national media coverage of his visit. Moreover, his talk to youth ages 10 - 14 at one of our local schools was a tremendous success, and made a significant impact on several hundred students in attendance.

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ranges and ages of society as well as a core representative to the press regarding the negative effects of smoking and secondhand smoke.

“Mr. Reynolds has been a most valuable addition towards our public health efforts in Greece, and has made a noticeable difference to our national efforts against smoking.”

In the US, Patrick Reynolds is also a frequent speaker to youth at schools, presenting his unique motivational [talk to youth](#) with passion and authenticity. He is also a popular guest lecturer on university campuses, giving his talk [Tobacco Wars](#).

In 2006 Mr. Reynolds released a DVD of a live talk for youth, [The Truth About Tobacco](#). The video shows a talk he gave to 1,000 ninth graders. Illustrated with award-winning TV spots, film clips and anti-smoking graphics, the video sends an empowering message to youth about cigarette advertising, smoking in films, and the addictiveness of nicotine. It closes with Mr. Reynolds’ unique [initiation for teens](#), and his inspirational [message of hope](#) for the future, especially needed by youth in a time of uncertainty about the future. The video has won much [acclaim from educators](#).

Over the years Mr. Reynolds has spoken in dozens of US State legislatures in support of proposed smoking ordinances which became law. He has campaigned in the U.S. for FDA regulation of tobacco, smoking bans, and laws to limit youth access to cigarettes. He has also approached several members of the US Congress about the advertising of US brands in the Third World and Asia.

From the late 1990’s through the present, Patrick Reynolds has called for U.S. governors and State legislators to increase youth smoking prevention spending, pointing out, “Studies have proven that States with well funded tobacco prevention programs have significantly lower rates of teen smoking, while States with poorly funded programs have far higher levels of youth smoking. In short, these programs work and should be funded.”

Mr. Reynolds founded the [Foundation for a Smokefree America](#), a nonprofit group whose mission is to motivate youth worldwide to stay tobacco free, and to empower smokers to quit successfully.

In 1989, Little, Brown published [The Gilded Leaf](#), a colorful family biography he co-authored with Tom Shachtman, which spans three generations of the RJ Reynolds family. In 1987, Mr. Reynolds testified in Congress, joining the many voices who helped bring about the first 2 hour ban of smoking on all US domestic flights.

In 1988, the UN’s World Health Organization honored him with a special award. In 1989, Chicago’s Mt. Sinai Hospital awarded him its Humanitarian of the Year award. He is married and lives in Los Angeles with his wife and son.



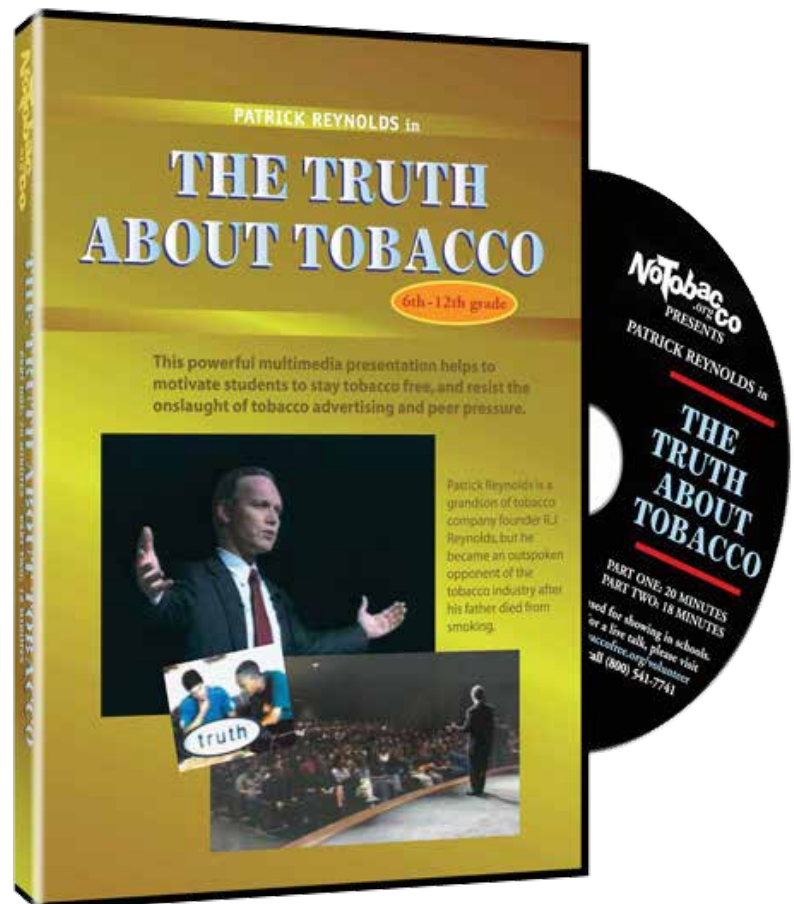
Patrick Reynolds with former Surgeon General C. Everett Koop at a meeting in Washington DC

The mission of the non-profit group Reynolds founded in Los Angeles, The Foundation for a Smokefree America, is to motivate youth to remain tobacco free, and to empower smokers to quit successfully.

**“Patrick Reynolds is one of the nation’s most influential advocates of a smokefree America. His testimony is invaluable to our society.”**

Former U.S. Surgeon General C. Everett Koop, in 2003

Mr. Reynolds and his group released an acclaimed educational video, *The Truth About Tobacco*, which has now been purchased by over 10,000 schools, hospitals and health departments. Illustrated with award-winning TV spots, film clips and anti-smoking graphics, the DVD includes sections of a live talk Patrick gave to 1,000 ninth graders. Reynolds sends an empowering message to teens about cigarette advertising, and the addictiveness of nicotine. It closes with Mr. Reynolds' unique initiation for youth, and his inspirational message of hope for the future, which he feels is needed in a time of uncertainty about the future. “If teens believe they have a good future, they will be less likely to smoke or use drugs, and more motivated to hold on to their health,” says Reynolds.







Athens, 12th of May 2009

To whom it may concern,

Mr. Patrick Reynolds, Executive Director of the "*Foundation for a Smokefree America*" was invited by the Hellenic Ministry of Health & Social Solidarity as guest speaker on the 28th of April at the Conference entitled "*National Alliance Against Smoking*", which launched the national campaign prior to the law prohibiting smoking in all public places from the 1st of July, 2009.

At the conference Mr. Reynolds, gave a well-informed, polished and persuasive speech and assisted us in promoting the Greek State's agenda on tobacco through strong and very positive national media coverage of his visit. Moreover, his talk to youth age 10 - 14 at one of our local schools was a tremendous success, and made a significant impact on several hundred students in attendance.

Thus, I hereby would like to highly recommend Mr. Reynolds as a speaker targeting all ranges and ages of society as well as a core representative to the Press regarding the negative effects of smoking and secondhand smoke.

Mr. Reynolds has been a most valuable addition towards our public health efforts in Greece, and has made a noticeable difference to our national efforts against smoking. In the hope of seeing him again amongst us in the future I sincerely trust that his knowledgeable advice will make a difference towards a tobacco free world.

Yours sincerely,

Alexis Zorbas,

**Coordinator, Strategy Unit  
Ministry of Health & Social Solidarity  
Hellenic Republic**

ΜΟΝΑΔΑ ΣΤΡΑΤΗΓΙΚΗΣ ΚΑΙ ΠΟΛΙΤΙΚΩΝ ΥΓΕΙΑΣ ΥΥ&ΚΑ

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April 26, 2007

To whom it may concern,

The American Cancer Society led the campaign to make Ohio smoke-free. Our voter-initiated statute was on the ballot in November 2006. R.J. Reynolds Tobacco added a competing measure to the ballot. This constitutional amendment was presented as a partial smoking ban, but would actually have been a step back, undoing local smoke-free laws and creating wide exemptions. The competing campaign even chose a very similar name, Smoke Less Ohio, to our SmokeFreeOhio campaign. There was a high potential for confusion among the voting public.

Our coalition of health care groups used a number of approaches to combat this. One of these was bringing in Patrick Reynolds, who volunteered to go on a five-city press tour of Ohio for our campaign for 72 hours in late October 2006. I escorted him and worked closely with him to target and hone his message. Mr. Reynolds also wrote a guest editorial for the Toledo *Blade* which was picked up by other Ohio newspapers.

In each of the cities, the news coverage was strong and positive. Working diligently with the Association of Ohio Health Commissioners throughout his tour, the resulting news coverage Mr. Reynolds and the campaign earned sent the message we were hoping for to Ohio voters. We received coverage from an average of one major print outlet, two to three television news stations, and at least one major radio station at each event.

While this was just one tactic of many, it did contribute to our success. Ohio voters made the intelligent decision to strike down R.J. Reynolds' measure and to pass the strong smoke-free measure supported by health advocates. The earned media assisted in a campaign where R.J. Reynolds Tobacco outspent us in purchasing paid media by at least two to one.

Mr. Reynolds participation two weeks before the election was very helpful to us. He was there for us at a time when we needed it, and we are grateful.

Mr. Reynolds certainly kept a positive attitude despite a demanding schedule. Due to a flight cancellation, he had to take a red-eye and arrived in Cleveland at 7 a.m. Our first news conference was at 9 a.m. However, Mr. Reynolds took the lack of sleep in stride, and did an excellent job presenting. He is a very polished speaker who truly spent a great deal of time rehearsing his speech. He sincerely cares about tobacco issues.

We thank him for his dedication to this cause, and for his participation in our campaign. I would recommend him to other campaigns in future.

Sincerely,

Wendy Simpkins  
Senior Director of Corporate Communications  
American Cancer Society, Ohio Division



COLORADO TOBACCO EDUCATION & PREVENTION ALLIANCE

December 17, 2003

Matt Myers  
Campaign for Tobacco Free Kids  
1707 L Street NW Suite 800  
Washington, DC 20036

Dear Mr. Myers,

On November 20, 2003, Great American Smokeout Day, Patrick Reynolds accepted an invitation from the Colorado Tobacco Education and Prevention Alliance (CTEPA) to be the lead speaker and media draw for our press conference against Governor Bill Owens' tobacco securitization proposal. Mr. Reynolds' involvement in our press event demonstrated that he is an effective ambassador for the tobacco control movement in Colorado and I believe he would be an effective advocate for others across the country.

Throughout this process, Mr. Reynolds was a pleasure to work with. He was professional, well prepared and willing to remain non-partisan. When Mr. Reynolds spoke at the press conference, he cited statistics with passion and in a persuasive voice. Mr. Reynolds spoke persuasively about the effectiveness and success of the well funded tobacco prevention programs in states like Florida, California and Maine. He was able to cite studies showing dramatic reductions in the rate of youth smoking achieved by those states.

The combination of our news release and the presence of Mr. Reynolds as lead speaker was a good draw for the media in Denver. Our press event was attended by the local television affiliates of CBS and NBC and the local Spanish speaking station Univision. The Denver Post, Rocky Mountain News, Pueblo Chieftain and the Associated Press were also in attendance.

Prior to the event, Mr. Reynolds also agreed to telephone meetings with us, as needed. Several days prior, he suggested possible approaches to fielding anticipated questions from the media, and we jointly prepared answers to those questions.

It was a real pleasure working with Mr. Reynolds in Colorado. I would wholeheartedly recommend him to be a principal speaker at similar press events on behalf of other tobacco control coalitions in other States.

Cordially,

A handwritten signature in cursive script, appearing to read 'Chris Quint', is written over a horizontal line.

Chris Quint  
Director of Public Policy  
Colorado Tobacco Education and Prevention Alliance

cc: Beverly May, Campaign for Tobacco Free Kids  
Patrick Reynolds, [Tobaccofree.org](http://Tobaccofree.org)

# What People Are Saying About Patrick Reynolds

## Health Officials

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**Alexis Zorbas**, Strategy Unit  
Ministry of Health & Social Solidarity  
Athens, Greece

“At our conference launching the national campaign for our law prohibiting smoking in public places, Mr. Reynolds gave a well-informed, polished and persuasive speech and assisted us in promoting the Greek State’s agenda on tobacco, through strong and very positive national media coverage of his visit. Moreover, his talk to youth at one of our local schools was a tremendous success.

Thus, I hereby would like to highly recommend Mr. Reynolds as a speaker targeting all ranges and ages of society, as well as a core representative to the Press regarding the negative effects of smoking and secondhand smoke.

Mr. Reynolds has been a most valuable addition towards our public health efforts in Greece, and has made a noticeable difference to our national efforts against smoking.”

[Original letter](#) written May 12, 2009

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**Dr. C. Everett Koop**  
U.S. Surgeon General from 1981 to 1989

In 1986 Dr. Koop issued the landmark Surgeon General’s Report on Second Hand Smoke, which helped provide scientific evidence to support new laws banning smoking in public places. In 1988, published The Surgeon General’s Report on Nicotine Addiction, a landmark report establishing new scientific evidence that nicotine was addictive.

“I support The Foundation for a Smokefree America, and the valuable and important work Patrick Reynolds is doing to further the goal of a tobaccofree society. Patrick Reynolds is one of the nation’s most influential advocates of a smokefree America; his testimony is invaluable to our society. Since launching his campaign in 1986, he has continued to make an important contribution to the tobacco control public health effort.

“Because of his past dedication and commitment, I am confident that under Mr. Reynolds’ stewardship, The Foundation for a Smokefree America will achieve the goals it sets out to accomplish...



"There is no more worthy public health effort than the Foundation's in seeking to prevent youth smoking, and to provide school-based programs to educate children, create a stronger network of school programs, and to help coordinate school programs with local health agencies.

"The Foundation for a Smokefree America and its programs are vital in the effort to create a tobaccofree society."

[Original letter](#) written December 18, 2003

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**David A. Kessler, M.D.,**

Former Commissioner of the US Food and Drug Administration (FDA)

Present Dean of the School of Medicine,

University of California at San Francisco

Dr Kessler was the commissioner of the Food and Drug Administration under President Bush Sr. and Clinton. During his time in office, he fought vigorously for the Federal regulation of tobacco. Dr. Kessler is the present Dean of the School of Medicine at the University of California at San Francisco.

"Patrick Reynolds continues to make an important contribution in the field of tobacco prevention and control. He has spoken to hundreds of schools and community groups, and works tirelessly to promote tobacco-free causes. I believe that over the years, he has made a difference in the progress of the anti-smoking movement, and I have every reason to believe that under his leadership, the Foundation for a Smokefree America will achieve the goals it sets out to accomplish.

I support the Foundation for a Smokefree America's effort to provide school-based programs to educate children through smoking prevention activities and educational materials, create a stronger network of school programs, and coordinate with local health agencies. These programs represent important, necessary steps to creating a tobacco-free America.

[Original letter](#) written December 5, 2003

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**Stephen M. Shortell, PhD, MPH**

Dean of the School of Public Health

University of California at Berkeley

Dr. Shortell is a Blue Cross of California Distinguished Professor of Health Policy & Management, and Dean of the School of Public Health at UC Berkeley. He has written numerous articles which have been published in medical and scientific journals.

I am familiar with the work Patrick Reynolds has done over the years and the important contribution he has made to the movement fighting tobacco use. I admire his dedication to the tobaccofree cause and believe Mr. Reynolds has made a difference in the progress the anti-smoking movement has made in recent years.

As the Dean of the School of Public Health at the University of California, Berkeley, I strongly support The Foundation for a Smokefree America and the work it is doing to further the goal of a smokefree society. Because of the leadership and commitment of Patrick Reynolds, I have every confidence that the organization has the capacity to competently fulfill the grants this worthy organization applies for.

[Original letter](#) written December 2, 2003

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**Dean Ornish, M.D.**

President, Preventive Medicine Research Institute

Dr. Ornish is the author of five best-selling books, including New York Times bestsellers Dr. Dean Ornish's Program for Reversing Heart Disease, Eat More, Weigh Less, and Love & Survival. His research and writings have been published in the Journal of the American Medical Association, The New England Journal of Medicine, the American Journal of Cardiology and elsewhere. Since 1980, Dr. Ornish has directed clinical research demonstrating for the first time that comprehensive lifestyle changes may begin to reverse even severe coronary heart disease, without drugs or surgery.

I admire Patrick Reynolds' continuing dedication to the tobaccofree cause. Mr. Reynolds has made a real difference since he first spoke out publicly before Congress in 1986.

As founder and president of the non-profit Preventive Medicine Research Institute, I strongly support The Foundation for a Smokefree America. Patrick Reynolds continues to make an important contribution to the field of tobacco prevention and control. Over the years, his work has helped make a difference in the progress the progress of the anti-smoking movement.

Because of his past dedication, I believe that under Mr. Reynolds' stewardship, The Foundation for a Smokefree America will achieve the goals it sets out to accomplish.

I support the Foundation for a Smokefree America's effort to provide<sup>3</sup> school-based programs to educate children through smoking prevention activities and educational materials, to create a stronger network of school programs, and to help coordinate them with local health agencies.

[Original letter](#) written December 5, 2003

## School teachers

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Having served in secondary school education for over three decades, I have heard many anti-smoking speeches, and I must admit yours was superb -- absolutely the best. My students were duly impressed. They told me it was remarkable. And keep in mind, these are 15-17 year olds! I was told that you even reached the smokers. And I believe that says it all. We are looking forward to having you back.

### **Olga Julius**

Principal

Pierce College (High School)

Athens, Greece

April 30, 2009

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This was a highly successful live program we organized for selected middle and high schools here in suburban Chicago. It was so well-received, our health department purchased the video of this program for all the remaining schools in our county.

Mr. Reynolds' evening presentation for community members was also a great success. Bringing this speaker in live is a wonderful opportunity for staff to demonstrate leadership, be pro-active, and make a difference in the local community. Three hospitals joined together with the county health department to co-sponsor this excellent outreach.

Hospital marketing executives were thrilled with the positive front page news coverage in one of Chicago's largest papers. Tobacco control staff in the health department made their job easier by helping book several schools at which Mr. Reynolds spoke.

Since hospitals have to show evidence of community outreach, it was relatively easy for our health department's tobacco control coordinator to quickly obtain sponsorship from the local hospitals, with no cost to any of the schools. We initially called our local hospital's Director of Marketing, and invited them to co-sponsor.

I attended all of Patrick Reynolds' talks here, and was impressed as he consistently created an emotional bond with his audiences, telling his personal story of watching his father die from emphysema, when he was 15.

Interacting frequently with students as he spoke, he skillfully took them on a journey of revelation, opening their eyes to nicotine addiction, and the deceptive advertising and marketing practices directed at youth by the tobacco companies. The overheads he used were convincing and effective.

Through his inspiring talk and polished story-telling, Mr. Reynolds gave youth here a motivating and informative health lesson, which follows CDC-guidelines. In each of the schools

he visited, he received tremendous praise from students and staff. Later, students continued to learn as health teachers and school nurses used the follow-up discussion guide for classrooms, which his office provided.

I wholeheartedly recommend this gifted speaker and his program. We plan to bring Mr. Reynolds back.

Mr. Reynolds also offers a "Town Meeting" about local tobacco issues. Thanks for considering this wonderful program idea.

**Jessica Gerdes**

School Health Consultant  
DuPage County, IL

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Within the first five minutes, I was amazed to watch Patrick Reynolds create an extraordinary bond with our school's culturally diverse and economically underprivileged teens.

After his opening story about his own father's absence, and the sadness and anger he felt as a youth because of it, he asked the students, "How many of you do not have your biological fathers living at home with you?"

When over 50% of the audience slowly raised their hands, our students seemed to realize that these shared emotions cross all economic and social borders -- and a bond was formed.

After that, the students listened quietly and respectfully, and I could see real interest in their faces, as they related to his overheads and the moving stories he told, so very effectively and skillfully.

Given my experience with our student body at assembly programs, it was an amazing achievement.

Mr. Reynolds is a very polished and motivating speaker. He relates exceptionally well to teens from all backgrounds. I would highly recommend him to other schools.

**Hali Rosen**

Drama Teacher  
Hawthorne High School  
Hawthorne, CA

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Your presentation to 1,000 students, bussed here from 8 schools, produced rave reviews from every faculty sponsor that attended. I really enjoyed meeting you and wanted to let you know that the students in my club (SWAT Students Working Against Tobacco) were



very motivated by your presentation. They would quote you and remind the students they presented to about your talk.

**George Walker**

Murphy High School  
Mobile, Alabama

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Feedback from students and teachers was excellent. This speaker was really outstanding, and people should know about him. He gave a truly excellent program which I believe made a difference with our students.

Mr. Reynolds opened with his childhood memories of his own father RJ Reynolds, Jr. dying from smoking. He stressed to students how addictive tobacco is.

He enlightened them with a new awareness of how movie stars set a bad example for youth when they make smoking look cool on screen.

During his talk, he interacted with students. At one point he called up two volunteers from the audience. Mr Reynolds presented a detailed section on tobacco advertising, using humorous overheads, including Joe Camel dying in a hospital bed. He let students know that convenience stores actually receive monthly fees for countertop displays of tobacco, and that they are often at child eye level, next to the candy and chewing gum.

His telling of the moving story of Sean Marsee was especially skillful. The effect on our students was obvious. Marsee was the high school track star who died from chewing tobacco at age 19. During this section, Mr Reynolds showed before and after photos of Sean which made some of our students gasp. He closed with his own positive vision and promise of the coming smokefree society.

Lupe Lopez in Mr. Reynolds' office tells me that local hospitals and tobaccofree coalitions often join to co-sponsor the entire cost of this program, so there may be no impact on your budget.

**Denny R. Vincent**

Principal  
Muhlenberg North High School  
Past President, National Association of Secondary School Principals  
Greenville, KY

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Patrick Reynolds speaks from his heart and his past when he unfolds his family story about tobacco. He is a dramatic and sincere advocate for children's well being when he speaks out about the physical, emotional, and social toll that tobacco charges its victims. His two presentations before hundreds of middle and high school youth in Greenville, SC,

were dynamic, thought-provoking, and touching. His commentary shattered the allure and mystic of tobacco for many of our students as they verbalized their wishes for family members to stop smoking. In evaluations, several students mentioned that they were going to stop smoking--or glad that they had--because of Mr. Reynolds' presentation. He helped to get our message out to students: "Tobacco kills."

**Dr. Susan Achilles**

Director of Federal Programs  
The School District of Greenville County  
Greenville, SC

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Patrick Reynolds spoke at a Coalition for a Tobacco-Free Arkansas regional youth meeting on April 15th, 2002 at the Nettleton High School in Jonesboro, Arkansas. Mr. Reynolds is a dynamic speaker, and not only does he have an intriguing personal testimony, but he has an admirable drive for tobacco prevention. Also, his overhead projections were effective in telling his story. For example, the before and after photos of Sean Marsee, the track star who died at 19 from spit tobacco, combined with Mr. Reynolds telling his story in a particularly moving way, captivated and moved the audience. In addition, the Teachers Class Discussion Guide his office provided teachers with an excellent guide for follow-up class discussion.

A very positive article in the Jonesboro Sun, and coverage by local KAIT Channel 8 news, brought the tobaccofree message to the wider Jonesboro community. Mr. Reynolds' inspiring message of hope for the future near the end of his talk, and his conclusion, "So hold on to your health for the amazing, wondrous years ahead of you in the 21st Century!" may have indeed helped to motivate many of the students to stay healthy.

We were pleased with Patrick Reynolds' skills as a speaker and have invited him back, to speak at our statewide Teen Summit on October 23rd at the Alltel Arena in North Little Rock.

**Jill Presley Cox**

Youth Coordinator  
Coalition for a Tobacco-Free Arkansas  
Little Rock, AR

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Patrick Reynolds has a real drive toward helping youth understand the addictive side of tobacco, and what the tobacco industry has done to target them as users. I watched as the kids were listening, and absorbing what he had to say. I work in a prevention program, and enjoyed watching someone of his caliber as a motivational speaker mesmerize his young audience. He is an honest speaker with a heartfelt mission.

The vice-principal of our school, Dan Hill, told me he was very impressed, and thought

many of our kids left the auditorium with a new view of tobacco. Dan Boone of the Peninsula Tobacco Alliance was so impressed he has called a meeting to look for a grant to bring Mr. Reynolds back to our community, so he can share his message with many more of our villages.

**Charlene Florence**

Ninilchik Traditional Council  
Youth Alcohol Program Manager  
Southern Peninsula Tobacco Alliance  
Ninilchik, AK

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The evaluations on his program were great! The kids gained much in the way of information and emotional connection. He recently spoke at our teen summit at Cal Poly Pomona, to over 150 students from several high schools. The students found him to be dynamic, interesting, and almost all indicated in their evaluations that Mr. Reynolds had impacted their lives and influenced their choices not to smoke.

**Nancy Ballantine**

Rowland Unified School District  
Rowland Heights, CA

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“Many students who enroll at Somerset are considered ‘at risk’ of failure, for various reasons, and many do not have the luxury of parental advice and support. Working at Somerset as long as I have, I rarely have seen the kind of student attention given to the advice Patrick Reynolds gave to them today. I know that his words changed, or at least, softened the hearts of our students.”

**Ruben Presiado**

Assistant Principal  
Somerset High School  
Bellflower, CA

"Somerset High School had the opportunity to hear Patrick Reynolds' awesome speech, 'The Truth About Tobacco.' Our students are at risk individuals, and the response to his presentation made a great impact on many of them. A discussion was held in class following his presentation. The students explained that more teens need to be made aware of the effects of smoking. The pictures and story of Sean Marsee seemed to have made an incredible effect on several individuals. Bravo Mr. Reynolds, for all your efforts. How many lives would have been spared if the truth was made known much sooner. The speech was wonderful."

**Elaine Manneh**

Somerset High School  
Bellflower, CA

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"Nice job at Mayfair High School today! The kids seemed really engaged."

**Debby Caldarella**

Office of the Superintendent  
Bellflower School District  
Bellflower, CA

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Patrick Reynolds' presentation was extremely informative and interesting. The students found him very entertaining as well. Patrick has a way of relating to the teenagers and involving them in his presentation. His message was of great importance, and I think had a very good influence on the students. I would highly recommend Patrick for any group, any age level, to speak on tobacco addiction.

**Carroll Thetford**

Principal  
Nettleton High School  
Nettleton, AR

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On November 2, 2001, Patrick Reynolds spoke to a group of about 2,000 students from Wausau West High School and Nothland Lutheran High School in the Wausau West Fieldhouse. His presentation was a factual testimony about how the tobacco industry entices young people to start smoking, and the debilitating effects smoking or chewing tobacco can have on the human body. Based on how attentive the students were during his presentation, I would say his program was extremely effective.

I would highly recommend that any school or other organization working with youth strongly consider having him give his presentation to their students. His message had an impact on our students, and his presentation style was extremely effective in holding students' interest and attention. The terrible effects of smoking or chewing are well docu-



mented from a scientific standpoint are well documented, but getting students to listen and act on that information is extremely difficult.

He definitely provided our students with the facts in a way that will cause some of them to never take up the use of tobacco. If he ever needs a reference from a school administrator on the effectiveness of his program, I would be more than happy to write a reference letter.

**Paul Brusky**

Principal  
Wausau West High School  
Wausau, WI

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Patrick Reynolds just completed his presentation at Wausau East High School. He presented to approximately 1200 students in an all school assembly. His presentation was outstanding. In addition to his important, lifesaving message, Mr. Reynolds' visual aides and his dynamic, emotional, and personal speaking style was captivating. For one solid hour, you could have heard a pin drop in our auditorium. Numerous staff and students stopped me after the presentation to compliment his message and delivery style. As principal, I highly recommend Mr. Patrick Reynolds to any high school in the state of Wisconsin. He is truly an outstanding speaker.

**Bradley J. Peck**

Principal  
Wausau East High School  
Wausau, WI

## Hospitals

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Patrick Reynolds' visit here was an extraordinary success and an excellent community outreach for our hospital, with front page news coverage. His emotional and poignant presentation to the students drew their attention to the issue of underage smoking. During his visit, not only did he impact hundreds of junior high students, the age at which tobacco addiction begins, but his complimentary adult meet-n-greet events also helped him to spread the word to our community about the state of tobacco control in Ohio. He helped us to know what we as adults, community leaders, and health providers can do to make a difference in our community. We hope to have him back, and highly recommend this outreach program to other hospitals.

**Erin Al-Mehairi**

Manager, Marketing and Public Relations  
Samaritan Regional Health System  
Ashland, Ohio  
February, 2008

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Patrick Reynolds' presentations to seventh grade students in Huron County (OH) was a successful community outreach for Mercy Hospital of Willard. The message he delivered was well received by the students. Keeping the attention of 400 seventh graders for an hour is a difficult task, but Mr. Reynolds succeeded keeping them engaged and interested in the message he was delivering. The presentation aligned with the mission of Mercy Willard and provided an excellent opportunity for the schools to discuss tobacco use with their seventh graders.

The collaboration of Fisher-Titus Medical Center, Mercy Hospital of Willard and The Bellevue Community Hospital shows the strength of rural hospitals and how they can work together to provide health related education to its communities.

I would strongly recommend and encourage hospitals in our surrounding counties to invite Patrick Reynolds, and the powerful message he conveys, to their communities.

**Robert Gospodarek**

President and CEO  
Mercy Hospital of Willard  
Willard, Ohio  
February, 2008

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Here in suburban Chicago, three hospitals joined together with the county health department to co-sponsor this excellent community outreach. Hospital marketing executives were thrilled with the positive front page news coverage. Tobacco control staff in

the health department made their job easier, by handling all the details with the schools at which Mr. Reynolds spoke. His evening presentation for community members was also a great success.

Over his five days of talks in schools, Mr. Reynolds gave youth here a motivating and informative health lesson, through his professional and dramatic story-telling, and his use of powerful overheads. His talk followed CDC-guidelines. I wholeheartedly recommend this extraordinary speaker and his program. In each of the nine schools he visited, he received near universal praise from students and staff. This was a truly outstanding program and community event.

**Jessica Gerdes**, RN, MS, NCSN  
Health Department  
DuPage County, Illinois  
June, 2005

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Patrick Reynolds' speech was well received by the students at both schools. They sat quietly in the gymnasiums, hearing the effects of tobacco use, role playing how to talk with a parent who smokes. Patrick's message is one all children should hear.

And media coverage was outstanding, with five television stations and three newspapers covering the event.

**Gordon Lintz**  
Administrator  
Baptist Cancer Institute  
Memphis, TN  
January, 2004

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Patrick Reynolds is very effective in driving home the message to our medical professionals, the importance -- and logic -- in tobacco education and prevention for our youth. His message is powerful and passionate. He connects with youth, removing the smoke screen, and tells them to the truth about tobacco products.

**Carol Reeves**  
Director  
Greenville Family Partnership  
Greenville, SC

What terrific media coverage! Patrick Reynolds was a dynamic speaker, and was invaluable in helping us reach our goal of promoting healthy lifestyle choices in our community. We want to have him back.

**Kathy Busch**

St. Francis Hospital and Medical Center  
Topeka, KS

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We got an excellent front page story and terrific TV coverage. His presentations were beyond my expectations. I am extremely pleased!

**Jeff Barber**

President & CEO  
North Mississippi Health Services  
Tupelo, MS

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Mr. Reynolds' presentations made a strong impact in the lives of thousands of children in Whitfield County. He really made a big difference in our community.

**Larry McNeilly**

Vice President  
Hamilton Health Care System  
Dalton, Georgia



# Universities

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"The room was packed full with students, faculty and community members. The audience seemed captivated as he spoke. This highly skilled speaker's presentation covered the many facets of tobacco use, and appealed to the emotions of the crowd. During his talk, Mr. Reynolds interacted with the audience, and encouraged them to share their personal stories about the effects of tobacco on their lives. People left feeling inspired. He's a fantastic speaker, and we plan to have him back next year."

## **Gina Strauss**

Interim Director of Student Life  
Community College of Baltimore County, Essex campus

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"Patrick Reynolds lecture was an outstanding finale to our Annual Wellness Day here on campus. As a speaker, he was powerful, persuasive and unforgettable. His ability to weave political perspective, impact of smoking on quality of life and health, emotional ramifications, psychology of marketing and advertising, and educational considerations, made a huge and favorable impact on the audience. His energy, sense of humor and captivating style only served to enhance his presentation. Excellent!"

## **Suzanne Alexander**

Director of Counseling  
Wor-Wic Community College  
Salisbury, MD

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"Outstanding! UC students, faculty, staff and community members were unanimous in their praise of his excellent talk."

## **Marilyn Mendenhall**

University of California at Irvine

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"A superb and timely program, enthusiastically received, with a house filled to overflowing, and excellent T.V., radio and newspaper coverage!"

## **John Groves**

Augusta College

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"Not only did you give us a successful event, but you gave a great boost to our public image. The TV media strongly covered your visit, and so you have had Mississippi College's name before the public a great deal. The print media also gave us a lot of ink, with a front

section-page feature story which took up three quarters of the page! I cannot imagine what all that would have cost us, if it were even buyable!"

**Tom Washburn**  
Mississippi College

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"An extremely powerful lecture which drew a large crowd and a front page story. He was personable, knowledgeable, and professional, and attracted people from all sections of the community."

**Jarrold Harrison**  
Modesto College

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"Attendance was outstanding, and the media coverage -- TV, radio, and newspapers -- was terrific!"

**Julie Patzwald**  
California State University

## Health conferences

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"It was just amazing to watch the faces in the audience as you spoke. You were really awe inspiring. This was the best conference the Alliance for Health Promotion ever sponsored, due in great part to the fact that you were one of the speakers."

**Carrie Van Dyke**

Indiana State Board of Health

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"Our conference was a huge success, in large part due to your participation. You were highly motivating; all left the conference with renewed strength. And what successful media coverage! We had several TV stations, radio stations, and the state's largest newspaper. To say the least, I am very pleased."

**Neil Hann**

The Oklahoma Dept. of Health

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"The Kickoff was a great success as evidenced by the media coverage (TV, radio, newspaper) that participated. Your presentation was the highlight of the afternoon's agenda, and you were definitely the person who drew the media coverage."

**Tom Uram**

County of Orange

## Pharmaceutical Companies

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"Thank you for the magnificent presentation you made at our launch meeting for our nicotine patch, Habitrol. Your unique perspective, coupled with honest and forthright communications skills, touched the hearts of the 1500 folk present. The standing ovation midway through said it all."

**Joe Zack**

Ciba Geigy Pharmaceuticals

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"Your presentation went over very well. People remember concepts when emotional pictures are created and linked together to illustrate a point. This is what you do so well. When people are moved emotionally, they will remember, and they will take action. The audience loved this emotional link, as I did, with a splash of humor thrown in here and there. Nice touch. I was also impressed with your knowledge and delivery. Your presentation was sincere and heartfelt, as well as humorous and informative. For these reasons, it was most enjoyable. I will be talking to our marketing and public relations departments regarding your talk. Thank you again for a wonderful presentation."

**Kim Aumais**

Hoechst, Marion, Roussel Pharmaceuticals

## Media

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"Reynolds' knowledge and insights made it easier for our audience to understand complex issues."

CNN, **Gail Evans**

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"He was an articulate and formidable guest."

Good Morning America  
**Susan Hester**

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"Patrick is informative, unique, dedicated, and effective."

ABC Talk Radio  
**Michael Jackson**

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"Thank you for your encore appearance on Larry King Live!  
It was terrific!"

Larry King Live,  
**Larry King**

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"More than 700 members of the American Cancer Society  
stood and cheered!"

The Miami Herald,  
**Don Van Natta**



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