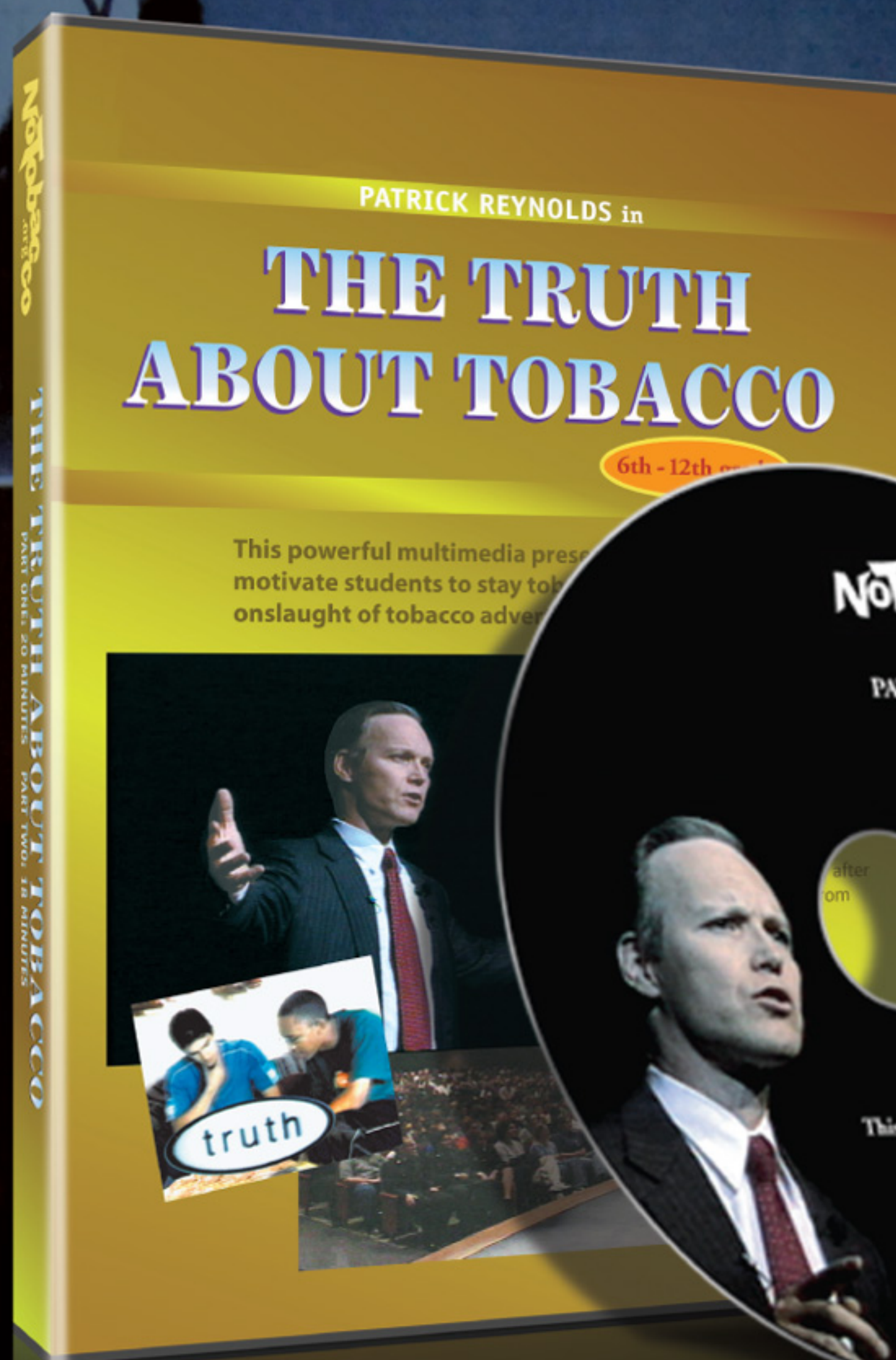
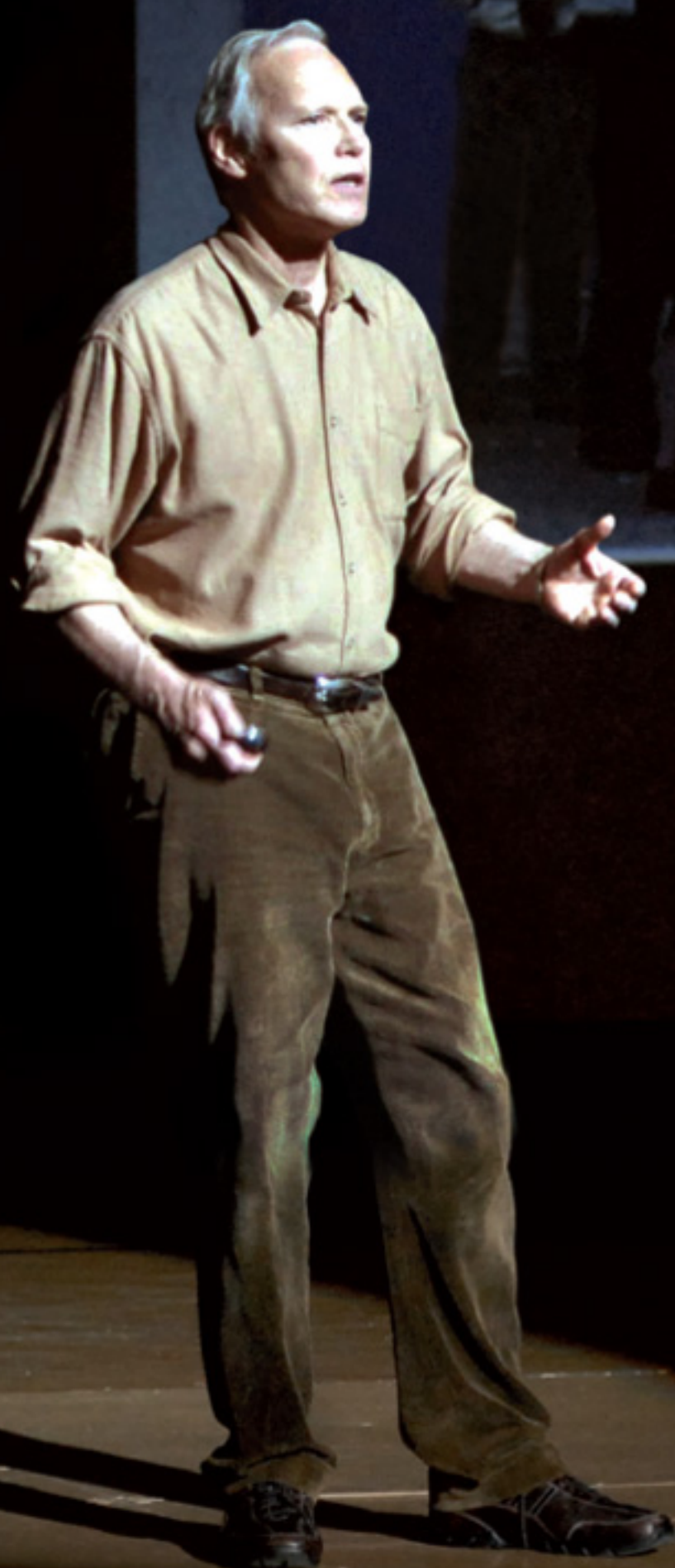


Malboro Country.



THE 2011 EDITION IS HERE.

Prevent students from getting addicted with our critically acclaimed, bestselling video.

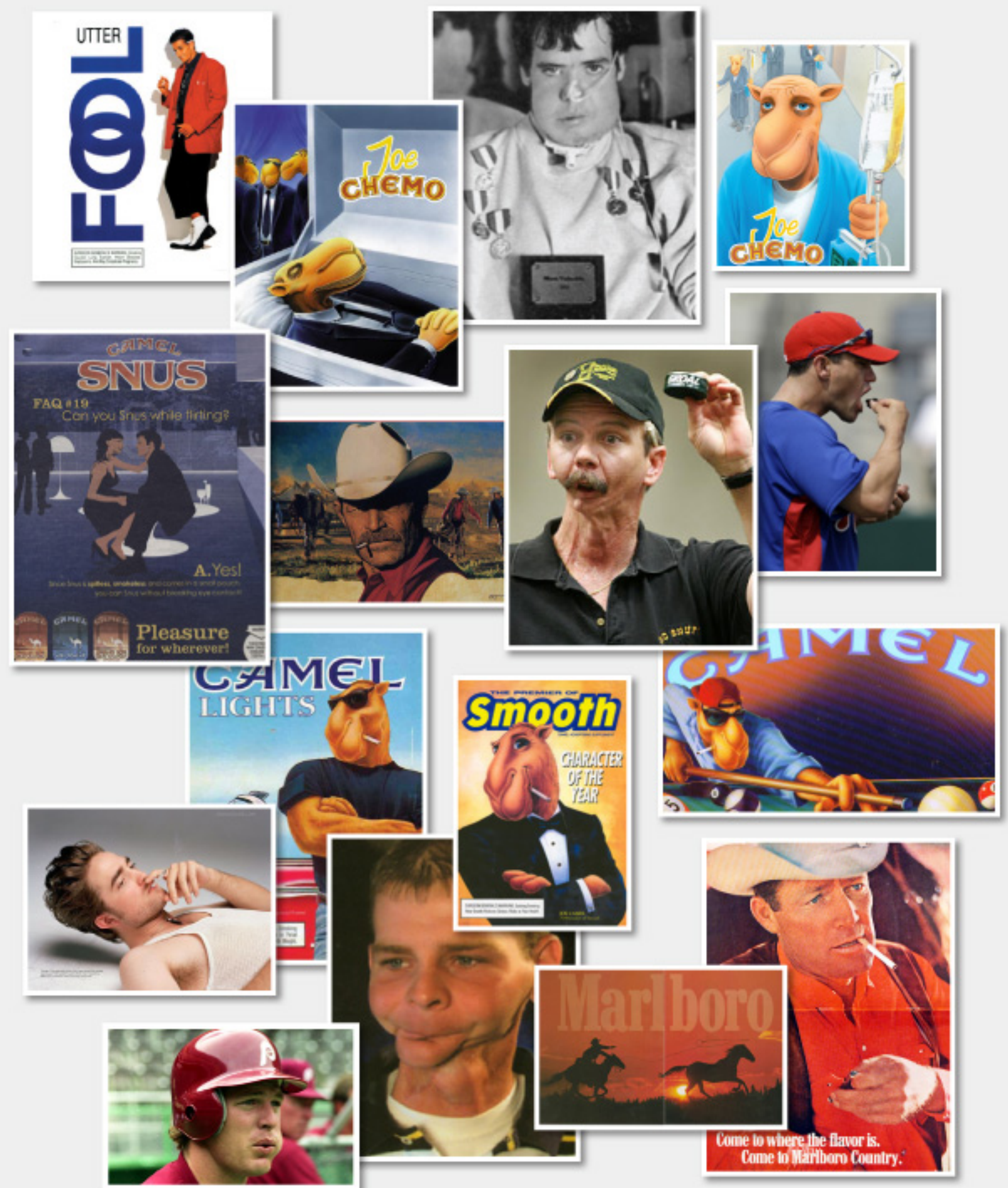
FOR 6TH – 12TH GRADE

Part One: 18 minutes, Part Two: 20 minutes

- Follows CDC Guidelines, Discussion Guide included
- Motivates and inspires students
- Emphasizes the addictiveness of nicotine
- Opens students' eyes to how tobacco advertising has targeted them
- Tells the story of Sean Marsee, who died at 19 from chewing tobacco
- Creates new awareness about smoking in films
- Motivates students to resist peer pressure, offers clear examples of how to say no
- An initiation into life with the core message, "At times, life will be difficult. When it does, don't escape into tobacco, drugs, alcohol, or even food or music. Stay with the problem instead, and talk to others about it."
- Counteracts a recent rise of teen worry about the future with an inspirational message of hope. This section concludes, "Hold on to your health! You'll need it in those incredible years ahead of us all."
- Offers a great website for follow-up study, www.notobacco.org, with tips on quitting, researching student papers on tobacco, and more.

"Patrick Reynolds is one of the nation's most influential advocates of a smokefree America. His testimony is invaluable to our society."

Former US Surgeon General C. Everett Koop, in 2003



"Patrick Reynolds' father died from the product that made the family fortune -- cigarettes. In this program, Reynolds, grandson of tobacco company founder R.J. Reynolds and an anti-smoking advocate and renowned speaker, addresses a high school audience. His dynamic presentation is enlivened by videos, posters, and slides. Amusing and effective take-offs of popular cigarette ads catch the audience's attention. This production, with its humor and varied format, is a powerful reminder of all the reasons to avoid tobacco and a useful resource for drug and tobacco education programs in middle and high schools."

School Library Journal



ABOUT PATRICK REYNOLDS

Patrick Reynolds was the first tobacco industry figure to turn his back on the cigarette makers. He's a grandson of tobacco company founder R.J. Reynolds, but the family's brands, Camel and Winston, killed his father and eldest brother. Mr. Reynolds gives his live assembly program at middle and high schools nationally, and his news interviews and advocacy of bills before Congress and State legislatures have made him a well known and respected champion of a tobaccofree society.



**A CRITICALLY
ACCLAIMED,
MULTI-MEDIA DVD**
with award winning TV spots, film
clips, live talk and graphics

"I have recently reviewed and evaluated a tobacco use prevention video, The Truth About Tobacco, which features Patrick Reynolds. He is a grandson of RJ Reynolds and well known to schools throughout the nation as a top tobacco prevention speaker. This video is a compelling and honest overview of the health problems caused by tobacco. It's an excellent fit with our unit on tobacco, alcohol and other drugs, and 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. As a result of our evaluation, we are purchasing this video for all of our schools."

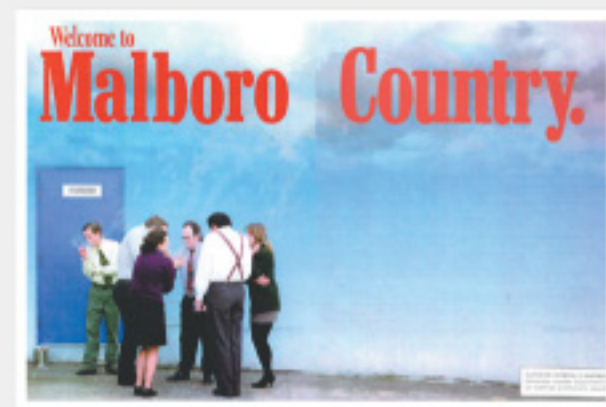
Russell Henke, Evaluator of Health Education materials,
Montgomery County MD Public Schools

"My 7th and 8th graders were enthralled. I've never had 42 children in a portable classroom sit so quietly at the same time. I am grateful for this video. It had huge impact."

Carol Carey, Dartmouth Middle School, San Jose, CA

"This video was so effective, we're buying one for every school in our district. 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, Eagle Mountain School District,
Fort Worth, TX



ONLINE

Preview clips from the video

www.tobaccofree.org/clips/

For more info and reviews

www.tobaccofree.org/video/

Live assembly programs

www.tobaccofree.org/patrick/

Order form (PO's preferred)

www.tobaccofree.org/order.pdf

W9 Form, signed and dated

www.tobaccofree.org/W9.pdf



TobaccoFree.org

\$99 plus \$5 shipping

In CA only, add State tax

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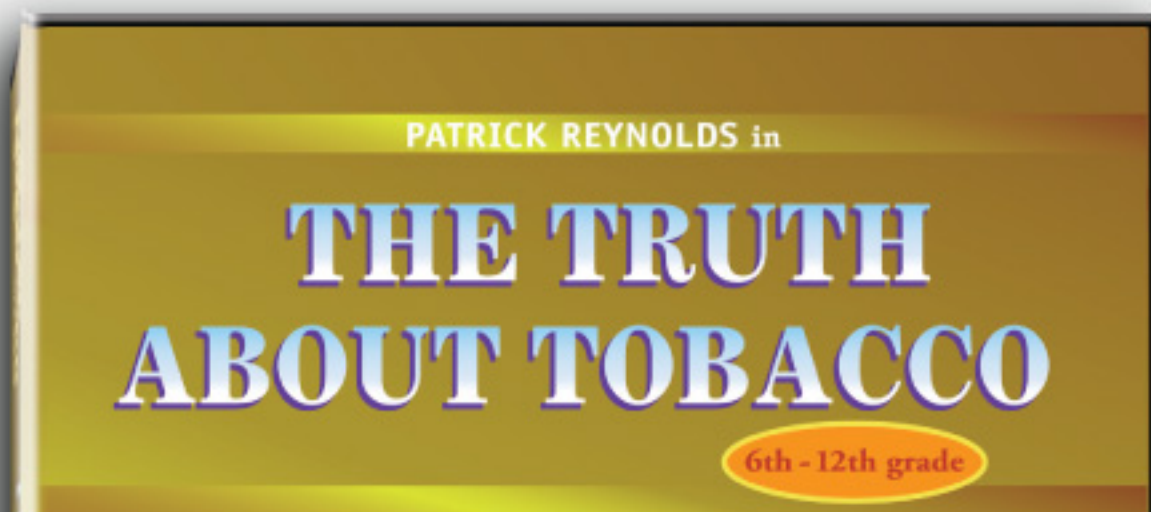


TobaccoFree.org

Foundation for a Smokefree America

8117 W Manchester Ave Suite 500
Playa del Rey CA 90293

**The 2011 edition of our
acclaimed video is here,
and this is the *only* way
you can order it.**



Video Librarian

THE VIDEO REVIEW MAGAZINE FOR LIBRARIES

The Truth About Tobacco

Review

Highly recommended. Patrick Reynolds – the grandson of tobacco mogul RJ Reynolds – is amazingly effective in this video. Drawing on his natural charisma and the weight of his family name, Reynolds delivers a message that is both persuasive and empowering. Going beyond the usual anti-smoking patter to focus on the root causes of teenage smoking – targeted advertising and peer pressure – Reynolds paints tobacco pushers as corporate adults deliberately hoodwinking kids into trying cigarettes or snuff. Talking about positive thinking and motivation, Reynolds acknowledges adolescent fears and desires, and tells his audience bluntly that sure, teen life is painful, but the ongoing struggle shapes character. Part One: 18 minutes, Part Two: 20 minutes Discussion Guide.

