

**#QUITBIG
TOBACCO**

Agencies and brands are quitting Big Tobacco.

Join us.

Aggressive marketing has been identified as a root cause of the tobacco epidemic, which kills more than half a million people in the U.S. and 7 million worldwide each year.

Marketing is also driving the youth vaping epidemic through advertising in stores, kid-friendly flavors, influencer marketing on social media and even TV ads. The tobacco industry spends more than \$1 million every hour on marketing in the U.S. alone to replace the customers that its products kill.

Quit Big Tobacco unites leading ad and PR agencies, and organizations and brands that value health, to pledge not to work with the tobacco industry or the agencies that do.

Take the #QuitBigTobacco pledge.

If you're an advertising agency or PR firm, your pledge means you won't work for tobacco or tobacco-related clients.

If you're a company or organization that hires PR and advertising partners, your pledge means you won't work with Big Tobacco or its advertising partners and PR firms.

More than 250 agencies and brands have already signed on—industry leaders like Ketchum, MDC Partners, Crispin Porter Bogusky, GSD&M, Truth Initiative, World Heart Federation, and more.

Visit www.quitbigtobacco.org to join us
or follow us on Twitter @QuitBigTobacco

