

Sample

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FOR IMMEDIATE RELEASE

PRESS RELEASE

Swatville County SWAT says, “Back at Ya!” Big Tobacco

Swatville, FL [DATE of EVENT] – Today the Swatville County SWAT (Students Working Against Tobacco) team said, “Back at Ya!” Big Tobacco, when they sent 15 boxes of tobacco merchandise back to the tobacco companies.

“We’re sick of Big Tobacco trying to lure us into the smoking trap with all their advertisements and free merchandise,” Sly Nocig said. “Tobacco’s been selling youth lies for far too long. That’s why Swatville County SWAT is sending all this tobacco trash back.”

Swatville County SWAT members collected the tobacco merchandise, including hats, shirts, bags, key chains, and stuffed toys, over the last two weeks at their schools and in their community groups. Today, 40 SWAT members turned out at the Swatville Post Office to scream, Back At Ya!, to the tobacco companies who tried to hook them with the tobacco merchandise.

The tobacco industry spends roughly \$5 billion per year, marketing its deadly products to youth. The “Back At Ya!” campaign was designed by Florida’s youth to send Big Tobacco a clear and concise message that they want the Truth, not tobacco’s lies.

SWAT is part of the Florida Tobacco Pilot Program, an initiative funded by the \$13 billion tobacco settle that Florida reached in August of 1997. It is a teen-created and teen-directed organization dedicated to empowering and educating their peers about Big Tobacco’s manipulation

For more information on Swatville County SWAT, please contact [CONTACT NAME] at [PHONE].

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