

Media Release

Raize the truth Youth Action Alliance

For Immediate Release: Nov 20, 2007



Local Youth “Raize” Awareness of Smoking in the Movies

November 18th – November 24th is Drug Awareness Week

During Drug Awareness Week, *Raize the Truth's* focus is “Smoking In Movies”; with an event called, “Burning Up the Scene.” Come join us at the Brockville and area YMCA, on Saturday, November 24th from 6–8 pm. A movie will be played for youth that highlights the deadly effects of tobacco products and the scheming tactics that the tobacco industry uses. “Burning Up the Scene” will show youth how actors smoking in movies can influence them and their decisions in a big way. See you there!

For more information about “Burning Up the Scene” or about Drug Awareness Week, please contact *Raize the truth* at 613-345-5685 ext. 3043 or email crew@raizethetruth.com. Check out our website at www.raizethetruth.com.

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Contact:

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Raize the truth is the Leeds, Grenville and Lanark Youth Action Alliance who take action against the tobacco industry. We warn teens about the way in which *Big Tobacco* manipulates youth into using their deadly products. We want to denormalize the use of tobacco in our community.