

RAIZE THE TRUTH MEDIA RELEASE

For immediate release: March 18, 2009



RAIZE YOUR VOICE! OPEN MIC

On Wednesday, April 1st, 2009, Raize the Truth will be hosting an Open Mic Night at the Brockville Collegiate Institute 6:00pm to 9:30pm called *Raize Your Voice!* A number of local bands and individual talents will be coming together for a fun and educational night! A long side these great performances, Raize the Truth will be manning a booth offering swag, popular games, and information on the effects of flavoured tobacco products. You will also learn more about *Flavour Gone* and be given the opportunity to sign one of our postcards in support of the *Flavour Gone* campaign! Come on out to learn more about our group, our goal, and to help ban flavoured tobacco products!

Raize the Truth, along with other Youth Action Alliances (YAA's) across the province have been taking part in a web and postcard based campaign called *Flavour Gone* to encourage our government to ban all flavouring in tobacco products across Ontario – even Canada. Our goal is to collect as many web and postcard signatures as we can in support of banning all flavoured tobacco products. The postcards will be distributed at schools, community events, and other venues throughout the Leeds, Grenville and Lanark area and across Ontario. The signed postcards will be collected and presented to the government in Ottawa.

Raize the Truth is a Youth Action Alliance (YAA) group consisting of teens aged 15-19, that work in partnership with the Smoke-Free Ontario strategy to denormalize tobacco and raise awareness about the unethical practices of the tobacco industry. The members of Raize the Truth want to expose the way the tobacco industry uses advertising, flavouring, and other methods to lure youth into using their deadly products. We think it's important for our youth to learn first-hand how they can be caught, and to show our youth what the effects look like once they are caught! We want our youth to have a voice and stand up to Big Tobacco!

Raize the Truth Crew
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To learn more about *Raize the truth*, please visit our website at www.raizethetruth.com

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