

The American Lung Association is launching a campaign to **Expose Big Tobacco**. We need your help in showing how Big Tobacco is marketing to kids and teens in your communities. So head out to stores in your neighborhood, take pictures of tobacco retail displays & other tobacco product advertisements and then share them with us.

The American Lung Association will choose the most egregious pictures and highlight them here & on our website at [www.lungusa.org](http://www.lungusa.org). We will also share them with your Senators and Members of Congress to highlight the urgent need for them to finally hold the tobacco companies accountable for how they make and advertise their deadly products.

Why is the Lung Association sponsoring this contest? Because the tobacco companies prey on teenagers and youth – calling them the “replacement generation” of smokers. And sadly – they have a lot of success: Each day more than 4,000 kids try their first cigarette and 1,100 kids become regular daily smokers.

Now is our chance to expose their bad acts. Your pictures will be used to show Congress how important it is that they finally regulate tobacco products – including how they’re marketed and sold in stores. Currently, tobacco products are one of the only consumer products not regulated by the federal government. That means the tobacco companies can spike nicotine levels to make cigarettes more addictive; claim their products are less harmful – even if they’re not; and add candy and other flavorings to try and hook kids. If you want to learn more about the legislation, visit our website at [www.lungusa.org](http://www.lungusa.org).

So, check out stores selling tobacco products and share the pictures you take of their advertisements with us by uploading your pictures via the **Healthy Lungs Application on Facebook** (Hint: check out convenience stores and gas stations selling tobacco products near schools). The American Lung Association will choose the best photos and highlight them on Facebook and on our website at [www.lungusa.org](http://www.lungusa.org). Winners will receive prizes from the American Lung Association.

Once submitted, photos will become the property of the American Lung Association. Be sure to observe all local laws!

