

# A Commitment to Youth

## Because research shows:

- Everyday about 4,000 kids try smoking cigarettes for the first time, and one-third of these children will eventually die prematurely from a smoking-caused disease.
- Tobacco companies spend over \$13 billion each year to promote their products, and much of that **marketing directly influences kids**.
- **Teens are more influenced to smoke by cigarette advertising** than by peer pressure.
- **Store advertising** makes teens think that tobacco products are easy to buy.

Therefore, in an effort to help prevent youth (under 18 years of age) from using these deadly products and to beautify your community, you hereby promise to do the following:

## Please check all that apply:

- Place tobacco ads inside and/or outside my store above the eye level of children.
- Remove 1-4 tobacco ads inside and/or outside my store.
- Remove all exterior tobacco ads from my store.
- I *do not* have tobacco ads inside and/or outside my store. I promise not to display tobacco ads in the future.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Store \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_



Capital District  
Tobacco-Free Coalition



RETAILER ACTION  
ADVERTISING