

I didn't survive gay bashing
so I could die from lung cancer.
I had to stop smoking.

—MARK

CIGARETTES ARE MY GREATEST ENEMY
TOBACCO CAUSES MORE DEATHS THAN AIDS, DRUGS, BREAST CANCER AND GAY BASHING COMBINED

Funded by the American Legacy Foundation, however, this does not necessarily represent the views of the Foundation, Foundation AGI, or its Board of Directors. Design: Better World Advertising (www.socialmarketing.com)

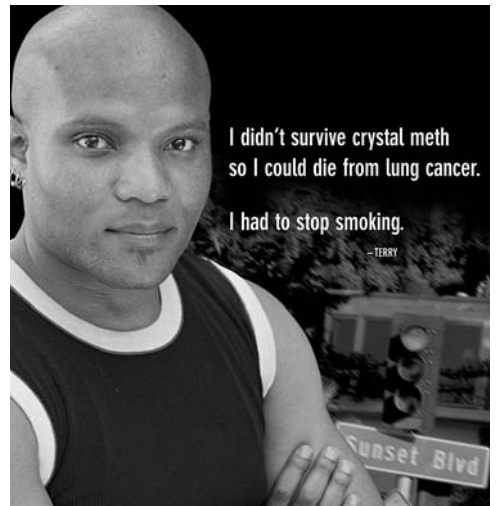


I didn't survive depression
and suicide attempts
so I could die from lung cancer.
I had to stop smoking.

—ARIANA

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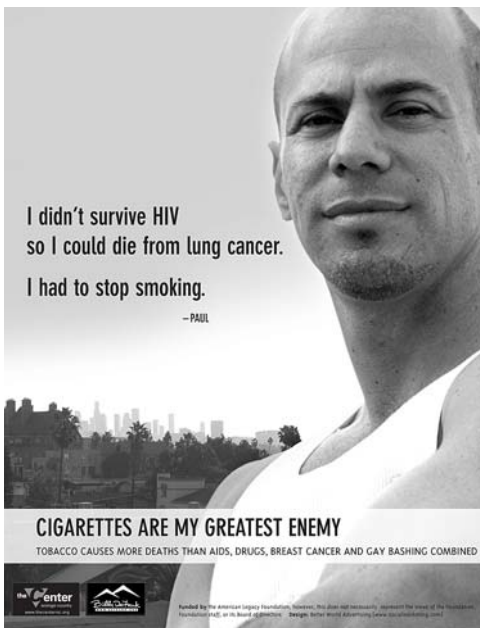


I didn't survive crystal meth
so I could die from lung cancer.
I had to stop smoking.

—TERRY

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I didn't survive HIV
so I could die from lung cancer.
I had to stop smoking.

—PAUL

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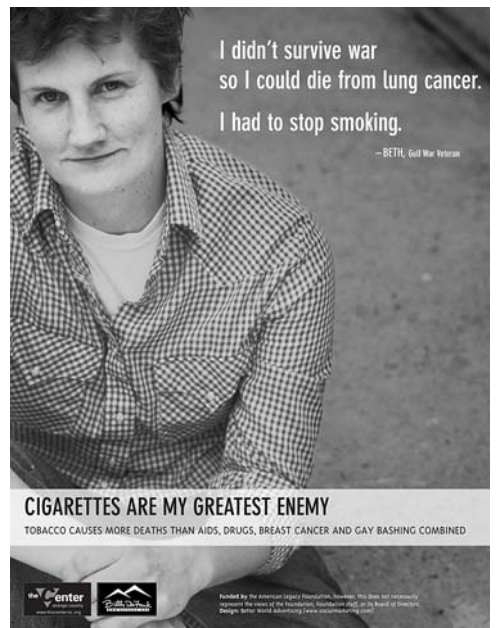


I didn't survive hustling
so I could die from lung cancer.
I will stop smoking.

—STEVE

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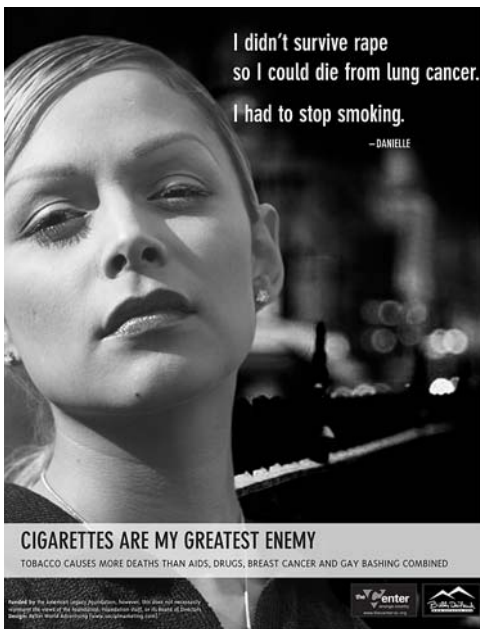


I didn't survive war
so I could die from lung cancer.
I had to stop smoking.

—BETH, Gulf War Veteran

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I didn't survive rape
so I could die from lung cancer.
I had to stop smoking.

—DANIELLE

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I didn't survive drugs & alcohol
so I could die from lung cancer.
I had to stop smoking.

—SELMA

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The **CIGARETTES ARE MY GREATEST ENEMY** anti-tobacco campaign was developed with the Billy DeFrank LGBT Center (San Jose, CA) and The LGBT Center Orange County (CA), with funding from the American Legacy Foundation.

These ads can be utilized in multiple formats – print ads, posters, palmcards, postcards, billboards, transit ads, etc.

Anyone interested in adapting the campaign should contact **Better World Advertising** at info@socialmarketing.com or (415) 979-9775 for permission and a cost estimate.