

## **Rick Stoddard**

Rick Stoddard's wife, Marie, was diagnosed with lung cancer in August of 1999 and died five and a half months later in January 2000. In her obituary Rick boldly identified the cause of death as cancer caused by cigarette smoking.

In the wake of her death, at age 46, Rick turned outward, not inward with his grief. Despite his profound loss, he has shared Marie's story in a series of emotionally-charged, television and radio public service announcements for the Massachusetts Tobacco Control Program. The public service announcements debuted in May 2000 in Massachusetts and nationally during the 2001 Super Bowl with the stark statement, "I guess I never thought of 23 as middle aged."

Today, he continues his mission by speaking to youth and adults across America about the dangers of tobacco use and the manipulative marketing tactics of the tobacco industry. Rick Stoddard, author of "The Burning Truth" was selected in 2002 as an "Honorary Hoosier" by Governor Frank O'Bannon of Indiana, the national "ATOD 2003 Community Based Leadership Award" by the American Public Health Association and an honorable "Kentucky Colonel" by Governor Ernie Fletcher in 2007.

His ability to reach students of every level, hold their attention, motivate thoughtful questions and, hopefully, change behavior is truly inspiring. He looks forward to bringing his message to your community.