



Manipulicious

IN YOUR KIT → QUANTITY: **300** SPOT THE NOT GAME QUANTITY: **200** CALL OUT CANDIES QUANTITY: **4** STREET STENCILS THE FACTIVEISMS

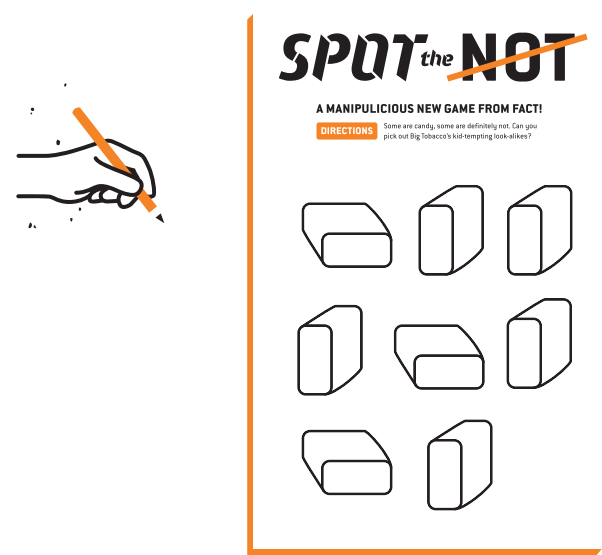
Take-on-Big T actions set to strip the candy coating from their lies.

SPOT THE NOT GAME

Challenge friends—and perfect strangers—to a quick game of Spot the Not, where players have to pick out the candy-flavored Big Tobacco look-alike from a bunch of real candy packages. Encourage friends to play against each other, and punch up the fun with small handmade prizes (like a FACT stenciled t-shirt) for the fastest player or a perfect score.

500 points

Supplies: game cards, markers, prizes, game show host-ificationness. To claim your points, submit a photo of your competition at fightwithFACT.com.



→ Hold up. Before you get cracking, remember this: It's seriously important to get permission before doing anything on someone else's property. Be safe. And keep it clean—whether that's being respectful, wearing old clothes when spray chalking, or picking up after a Factivism.

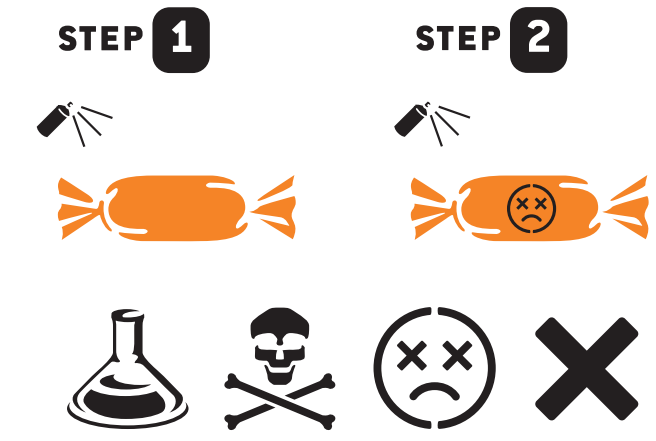
STREET STENCILS

Use FACT's stencil pack to create a Manipulicious statement Wisconsin won't be able to miss. All you need is spray chalk, a not-so-windy day and a piece of prime real estate—whether that's a busy sidewalk or a big patch of grass or snow. Want a mobile message? Swap chalk for fabric paint and you can make protest posters or some seriously cool t-shirts. Try these simple designs::

500 points

Supplies: stencils, spray chalk or fabric paint, prime real estate. To claim your points, submit a photo of your spray art at fightwithFACT.com.

→ Layer one of the four "ick" icons over the candy shape to symbolize Big T's evil ingredients



→ Copy the simple grid pattern below to create a surprising candy silhouette out of small "ick" icons

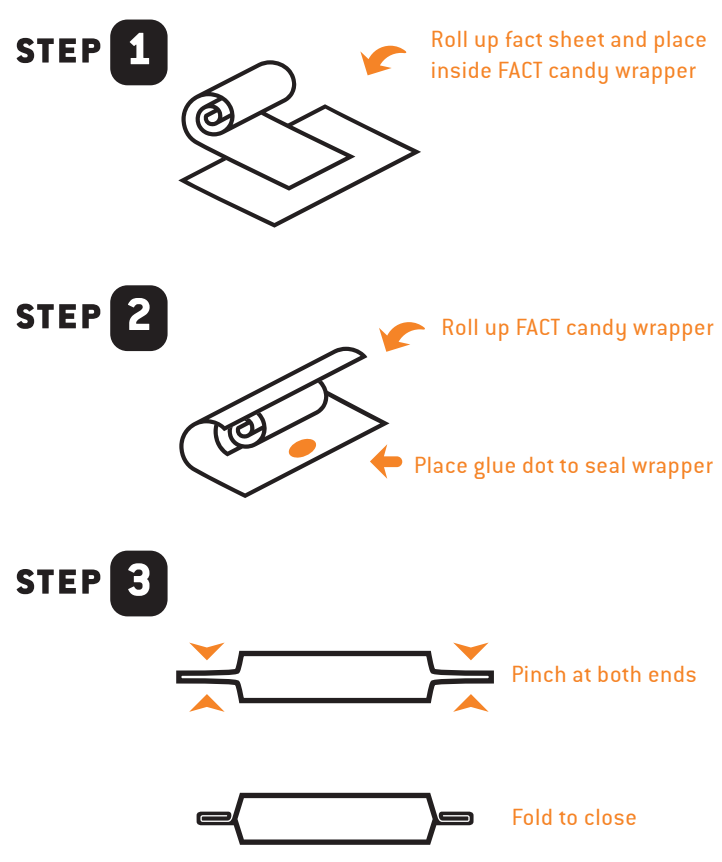


CALL OUT CANDIES

Create a candy look-alike to counter Big T's Manipulicious message. Tightly roll a fact sheet that calls out Big Tobacco's lies and wrap it in a FACT candy wrapper. Twist the ends and drop it in a bowl. Once you have enough, pick a public place to pass out your free, fake treats. You can even maximize your message by hanging a few stenciled signs. Just be prepared to talk about Big Tobacco's tricks once people unwrap your candy.

100 points

Supplies: rolled up messages, wrappers, stencils, a great smile. To claim your points, submit a photo of your candy giveaway at fightwithFACT.com.



→ Use two colors of chalk with the Manipulicious Lies stencil to make your message pop



→ Don't forget to tag your street statements with fightwithFACT.com

fightwithFACT.com

Beat sweet with sweat.

Cherry, melon, grape and cool mint. Big Tobacco's latest flavored products—things like pouches, little cigars and dissolvable tobacco—can look, smell or taste just like candy. But there's a dirty Big T trick hidden in all that treat. Cancer-causing chemicals, addictive additives and a healthy dose of mindgaming.

Delicious trappings. Manipulative tactics. It's time to reveal the truth about Big Tobacco. That's why FACT's new campaign, Manipulicious, is full of ways to fight back hard.

We've got fierce street marketing tactics guaranteed to get Wisconsin's attention. Ranging in difficulty from fun solo missions to big team efforts, each one can earn you Factivism points for gear. Everything you need is right here. So suit up, Factivists. Get in the Big T fight. Because this one is going to be sweet.

MAGNIFY YOUR MANIPULICIOUSNESS

Combining actions is a great way to increase your FACT impact. Stencil the street where you pass out Call Out Candies. Make your own FACT t-shirt to wear during Spot the Not challenges. The more you do, the more memorable your message will be. Fight smart. Fight with FACT!

Get active. Get gear.

Every completed Factivism earns you points for free FACT gear.

HERE'S HOW IT WORKS:

STEP 1

Use your email address and password to log into fightwithFACT.com. Not a member? Signing up is free and easy—just like the password reminder we'll email you if you forget.

STEP 2

Click the "Submit Factivism" tab on your profile page.

STEP 3

On the "Submit Factivism" page, select the Factivism you performed and write a detailed description. A photo is the proof you need that the Factivism was actually completed. To upload a photo, click the "Browse" button to find the right image on your computer. Select the file you want and click the "Open" button.

STEP 4

File selected? Description complete? Then click "Submit" to send your Factivism to FACT for approval.

Prize? Fight.

The more Factivisms you finish, the more points you earn, the higher your fighting class, the bigger and better your free FACT rewards will get. There's only one way to find out how much fight is in you: submit your completed Factivisms at fightwithFACT.com.

POINTS	FIGHTER CLASS
100-499 points	Protester
500-999 points	Renegade
1000-1999 points	Freedom Fighter
2000-4999 points	Resistance Leader
5000+ points	Revolutionary

fight with FACT



EXPOSE. EMPOWER. UNDERSTAND.