

this is

RAZE

tear down tobacco lies.

RAZE (raz) v. razed, raz-ing.
To tear down or demolish.

Raze is a statewide youth anti-tobacco movement that exposes Big Tobacco's marketing schemes to get teens hooked on cigarettes and spit tobacco.

- Raze is not against tobacco users; Raze is anti-Big Tobacco.
- The goal of Raze is to reduce tobacco use among teens.
- West Virginia teens are working to tear down Big Tobacco's lies every day in schools and communities across the state.

COMMOTION (ke-mo'shen) n.
Turbulent motion; agitation; tumult.

Raze commotions are teen-led protests: peaceful demonstrations to draw attention to the dangers of tobacco and to the lies being told by Big Tobacco.

- A Raze commotion may be based on letting people know about some of the toxic chemicals found in tobacco products, the tactics the tobacco industry uses to market its products, etc.
- Secondhand smoke kills more than 65,000 people annually in the United States. Stats like these keep Raze teen activists fired up to fight Big Tobacco.

Source: Campaign for Tobacco-Free Kids

There's more work to do.
46,000 West Virginia kids
alive today will die early because of
products marketed by tobacco companies

TEENS ONLY RAZE is not for adults.

Raze is a way for teens to help other teens avoid the dangerous trap of Big Tobacco's marketing ploys and false promises.

- Raze is visible, active, involved & enthusiastic.
- Any West Virginia teen can join Raze. Since its inception in 2001, thousands of teens have helped fight Big Tobacco.

JOIN *The RAZE Activists*

Believe it? We do. Here's our anthem:

We are Raze, West Virginia's teens, tearing down the lies of Big Tobacco and fighting them with all we've got: our passion, our power and our minds. Join up if you think you can handle it (getting involved means more than just wearing our t-shirt.) Smoker, non-smoker – whatever...we're all about fighting Big Tobacco.

Is RAZE working?

Between 2000-2009, WV experienced:

- A 90% increase in high school students who never used tobacco.
- A 38% increase in middle school students who never tried cigarettes.
- A 42% decrease in high school students who currently smoke cigarettes.

Also, over 90% of WV high school students have heard of Raze.

Source: Youth Tobacco Survey

razewv.com