

SAMPLE

Media Alert

FOR IMMEDIATE RELEASE
July X, XXXX

Contact: [Name]
[Phone]

Writings on the Wall for Big Tobacco

Students from Swatville County
Unveil their Mural Masterpiece

WHO: Swatville County SWAT
(If painted on local businesses' property, include business' names as well)

WHAT: SWAT will unveil the mural that they painted on [name of business] wall. The mural shows [describe the mural and the message of the mural]. Swatville SWAT designed and painted the mural to spread the message that Big Tobacco uses lies and manipulation to hook 3000 teenagers a day into becoming regular smokers.

WHERE: Name and address of business location

WHEN: Wednesday, July X, XXXX
3:00 PM

WHY: Art captures attention. That's why Swatville SWAT created the mural masterpiece and had it painted in a central location in the community. Now, kids and teens can look at SWAT's art and see that Big Tobacco lies – and then they can join a generation united against tobacco.

Background: The mural is a teen inspired, teen-developed and teen-produced work of art in coordination with Swatville County SWAT. SWAT teams are dedicated to empowering and educating youths about the dangers of tobacco. It is a grassroots movement of like-minded teens who no longer want to be targeted by tobacco advertising and lured into the addictive use of cigarettes, cigars and smokeless tobacco.

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