

# A Commitment to Our Community

## Agreement to Reduce or Eliminate Tobacco Industry Point of Purchase Advertising

### Because the facts state:

- Every day an estimated 4,000 kids under the age of 18 try smoking for the first time, and one-third of these children will die prematurely from tobacco related illnesses; and
- It has been found that teens are more likely to be influenced to smoke by cigarette advertising than by peer pressure; and
- 80% of smokers started smoking before the age of 18, and the average age kids begin to smoke is 12 years old; and
- Tobacco kills more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, accidents, fires, and AIDS combined; and
- Smoking is responsible for the premature deaths of over 430,000 Americans each year from lung cancer, heart disease, respiratory illness and other diseases; and
- Secondhand smoke is responsible for over 50,000 deaths among nonsmokers each year;

**WE THE UNDERSIGNED AGREE** to reduce, or remove tobacco advertising outside our store. This includes signs facing the outside and any advertising facing traffic on sidewalks and roadway.

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Signature of Store Manager

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Date

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Name & Phone of Store (Please print)

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Full Address of Store (Please print)

**Please fill in and return to POW'R Against Tobacco  
3 West Main Street Suite 208, Elmsford, NY 10523  
Thank you.**