

(School name) students and the American Heart Association to demand that Big Vape #QuitLying

*Students to call on vaping companies to stop deceiving the public and marketing to youth on #QuitLying Day*

City, Month X, 2019 — {School Name} and The American Heart Association, the world's leading nonprofit organization focused on heart and brain health for all, are hosting [an event or rally] on [date] that will give students the opportunity to demand accountability by e-cigarette companies for spending millions marketing products directly to youth.

The number of teens who vape has more than doubled in just the past two years, to 5 million, according to the 2019 National Youth Tobacco Survey. More than 1 in 4 high school students report vaping.

In addition, e-cigarettes can contain unusually high levels of nicotine – in fact, one e-cigarette pod can contain at least as much nicotine as an entire pack of cigarettes. Youth who vape are particularly susceptible to nicotine addiction, which rewires the developing brain.

\*\*\*Media Advisory – Photo Opportunity\*\*\*

What: #QuitLying [event or rally]

Who: Students and faculty of (school name), (name any other notable people, such as the superintendent) along with representatives of the American Heart Association.

When: #QuitLying Day  
[date, if not held on January 16, 2020] at (time)

Where: (local event location)

Additional Resources: <https://www.quitlying.org/>

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Insert School Boilerplate if available

#### About the American Heart Association's #QuitLying initiative

#QuitLying is an aggressive, nationwide youth, school and community engagement and awareness campaign designed to hold leading e-cigarette manufacturer JUUL and the e-cigarette industry accountable for their lies to youth about vaping and nicotine addiction. The campaign empowers teens with facts and tools for social media sharing via the QuitLying.org website. The platform allows students, teachers and parents to access and share educational resources, tips and tools for quitting e-cigarette use, and guidance on becoming activists in the fight wherever they are. By leading school and community forums designed to elevate the dialogue, the American Heart Association will help combat the industry's misinformation with facts about the health threats posed by e-cigarette use on youth. On January 16, 2020 the Association, students and schools coast to coast are banding together for the first-ever national #QuitLying Day. #QuitLying is part of a three-pronged approach to help end youth vaping. The other elements are a new \$20 million research investment, called the [End the Lies Youth Vaping and Nicotine Research Initiative](#), focused on the long-term health effects in youth, and a multi-year fund dedicated to public policy change at all levels of government to prevent youth vaping and nicotine addiction.

#### About the American Heart Association

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect with us on [heart.org](#), [Facebook](#), [Twitter](#) or by calling 1-800-AHA-USA1.

For Media Inquiries:

School Name

Name: Phone Number; Email