



THE BIG PITCH FILM FESTIVAL LAUNCH



Stamp Out Smoking is proud to launch the tenth annual Big Pitch Film Festival on Monday, January 28. The contest invites middle, junior, and high school students in Arkansas to film, star in, and produce their own tobacco-free-themed TV commercials. Schools can win money to purchase new video equipment, and ads may be aired statewide. Pay close attention to the rules, because there are some changes to this year's contest. [Click here to learn more.](#)

THE GREAT AMERICAN SPIT OUT – FEBRUARY 21



Stamp Out Smoking reminds tobacco control advocates that the Great American Spit Out will take place on Thursday, February 21. The Great American Spit Out is a part of Through With Chew Week, and is a day when smokeless tobacco users are encouraged to quit smokeless tobacco for a day in hope of ultimately quitting for good. This year, Through With Chew Week will take place from February 17 to 23. [Click here for media and educational resources for your community.](#)



U.S. JUDGE ORDERS TOBACCO COMPANIES TO PUBLICLY ADMIT DECEPTION AND TELL THE TRUTH

On November 27, 2012, U.S District Court Judge Gladys Kessler ordered tobacco companies to admit to intentional deceit of the American public and to tell the truth about harmful products and dishonest marketing.

Through the orders, tobacco companies will be required to make corrective statements about the health effects of smoking and secondhand smoke, the addictiveness of nicotine; the lack of health benefits from smoking "light" and "low-tar" cigarettes, and the companies' manipulation of cigarette design and composition to ensure optimum nicotine delivery. The statements will be made through newspaper and television advertising, company websites, and on cigarette packaging.

The rulings fulfill the corrective statements Judge Kessler first ordered tobacco companies to make in 2006 when she found them guilty of violating civil racketeering laws and engaging in decades-long fraud to deceive the American people. [Click here to learn more about Judge Kessler's findings.](#)

THE BANNERS IN SCHOOLS EDUCATIONAL PROGRAM IS COMING.....

Stamp Out Smoking is gearing up to launch a program favorite, Banners in Schools Educational Program. The program is designed to bring a tobacco-free message to every student every day in places they will most likely see it – schools. Middle, junior and high schools across Arkansas can request free tobacco prevention banners to hang anywhere students gather to raise awareness about the health effects of tobacco, the aggressive marketing practices of tobacco companies, and the social consequences of tobacco use. New this year, the Banners program will include a lesson plan that will highlight marketing strategies used by Big Tobacco. Additionally, we will be asking students to evaluate the program and provide feedback on how we can make it even more impactful.

It's not time to request banners yet, but [stay tuned here to learn when it is time to make banner requests.](#)

TPCP CALENDAR OF EVENTS JANUARY – MARCH



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[Read](#) the VerticalResponse marketing policy.