E-Cigarette Sales in Wisconsin – Template Press Release

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For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**As prices of e-cigarettes decrease, sales surge in Wisconsin**

**(CITY, WI) –** THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION RECENTLY RELEASED STATE SPECIFIC E-CIGARETTE PRODUCT SALES DATA ACROSS THE U.S. FROM 2012 THROUGH 2016 THAT FOUND E-CIGARETTE SALES HAVE SKYROCKETED HERE IN WISCONSIN.

PROVIDE A SNAPSHOT OF SALES INCREASES FOR DIFFERENT TYPES OF E-CIGARETTES IN WISCONSIN FROM 2012-2016:

* Rechargeable E-cigarette Devices – 27% increase in sales
* Disposable E-Cigarette Devices – 98% increase in sales
* Prefilled Cartridges – 342% increase in sales
* E-liquids – 120% increase in sales

NOW SHARE THAT PRICES FOR RECHARGLES AND DISPOSABLES DECREASED IN THAT SAME TIMEFRAME (27% DECREASE FOR RECHARGEABLES AND 23% DECREASE FOR DISPOSABLES), WHILE PRICES FOR PRE-FILLED CARTRIDGES AND E-LIQUIDS ROSE ONLY BY 3% AND 6% RESPECTIVELY.

“QUOTE ABOUT HOW YOUTH ARE MORE LIKELY TO TRY CHEAPER TOBACCO PRODUCTS. GIVE EXAMPLES OF LOWER PRICES YOU’VE SEEN DOING WRAP ASSESSMENTS **(DON’T NAME SPECIFIC STORES, THOUGH)**,” SAID **(CONTACT)**.

SHARE THAT YOUTH E-CIGARETTE USE IS ALSO ON THE RISE IN WISCONSIN. INCLUDE THAT YOUTH E-CIGARETTE SMOKING AMONG OUR HIGH SCHOOL STUDENTS ROSE 68% FROM 2014 T0 2016.

TALK ABOUT THE HEALTH CONCERNS WITH YOUTH USING E-CIGARETTES – **EXAMPLES AVAILABLE AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm) **UNDER “E-CIGARETTES.**

LET READERS KNOW THEY CAN LEARN MORE ABOUT LOCAL EFFORTS AT **(COALITION/NETWORK WEBSITE OR SOCIAL MEDIA)**, AND ABOUT E-CIGARETTES AND OTHER CANDY-FLAVORED TOBACCO PRODUCTS TEMPTING KIDS AT TOBACCOISCHANGING.COM.

CALL 1-800-QUIT NOW (784-8669) FOR FREE QUIT TOBACCO HELP.

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