**Pride Month/This Free Life Campaign (For June 2016)**

**Press Release Template**

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

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

**New Campaign Encourages LGBT Tobacco Users to Kick the Addiction**

**(CITY, WI)** – While the Federal Drug Administration (FDA) recently made headlines for its new tobacco rules covering e-cigarettes and cigars, local health advocates are also praising the agency for its new media campaign to reduce tobacco use in the Lesbian/Gay/Bisexual/Transgender (LGBT) community. The campaign, called “This Free Life” debuted in May and members of the **(COALITION/NETWORK NAME)** are hoping it can reverse the trend of high smoking rates among this population.

**“INSERT QUOTE FROM NETWORK/COALITION REP ABOUT HOW THE CAMPAIGN IS NEEDED,” SAID (NAME). “TALK ABOUT HIGH RATES IN WISCONSIN, SPECIFICALLY THAT 28% OF INDIVIDUALS WHO IDENTIFY AS LESBIAN, GAY OR BISEXUAL CURRENTLY SMOKE, COMPARED TO 17% OF NON-LGB INDIVIDUALS IN WISCONSIN.”**

The population’s higher smoking rates are driven in part by the social stigma and exclusion members of the LGBT community face upon coming out. The resulting stress from negative interactions like rejection or discrimination could lead members of the LGBT community to have a higher likelihood for risky health behaviors, like smoking.

“This Free Life”, which combats the community’s high usage rates with positive imagery, real stories, and even some humor, arrives just in time for Pride Month, a national celebration of LGBT equality.

**“THIS IS A GREAT PLACE TO INSERT A QUOTE FROM A MEMBER OF THE COMMUNITY OR SOMEONE THAT WORKS CLOSELY WITH THE COMMUNITY. THEY CAN TALK ABOUT WHY THEY THINK THE CAMPAIGN IS NECESSARY AND WHAT THEIR REACTIONS ARE. IF THEY SERVE THE COMMUNITY, HAVE THEM SHOW COMMUNITY MEMBERS THE ADS AND SHARE SOME OF THE REACTIONS” SAID (NAME).**

Though the campaign is not running in any Wisconsin markets, “This Free Life” videos can be seen at the campaign website, <https://thisfreelife.betobaccofree.hhs.gov/> or on the campaign’s You Tube page.

All Wisconsin residents, no matter what their orientation, can receive free quit smoking help from the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW. **VISIT/CALL COALITION URL/PHONE NUMBER, ETC.** for more on local tobacco prevention and control efforts.

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