



THE PLACE WE'RE MOST EXPOSED TO SMOKING IS INDOORS.

Tobacco companies say they don't want to advertise to kids, but judging by the massive in-store displays, this is just a smoke screen. Big Tobacco pays millions of dollars to retailers each year for this prominent shelf space. These displays send a message to young Albertans that smoking is widespread and popular. It tells kids it's OK to smoke and it triggers impulse purchases. And many of them are buying it. Maybe we need to protect kids from more than second hand smoke?

For more information, visit www.ash.ca

ASH ACTION ON
SMOKING &
HEALTH

Campaign for a
Smoke-Free Alberta

unite against  tobacco