

COPY

GREAT AMERICAN SMOKESCREEN

(LEFT PANEL)

CONVERSATIONS

Benign Approach:

Anti-Smoker: Hi. This is the tenth anniversary of the Great American Smokeout. Won't you join us this year and try to stop just for today?

Smoker: Thanks for asking, but I enjoy smoking. I have no interest in participating.

Anti-Smoker: But if you try to stop for just one day, maybe you'll be able to quit.

Smoker: Again, I appreciate what you're saying but I've made up my mind. I choose to smoke.

Belligerent Approach:

Anti-Smoker: You know smoking's not good for you. It's stupid to keep smoking. Why don't you quit for just today, for the Great American Smokeout.

Smoker: Thanks for asking, but I've chosen to smoke. I have no interest in participating.

Anti-Smoker: I'm going to leave you some literature on how to stop smoking. You ought to read this and quit.

Smoker: You're welcome to do that, but you might want to save it for someone else. I enjoy smoking and I'm going to continue to enjoy it.

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GREAT AMERICAN SMOKESCREEN

(CENTER PANEL)

COMEBACKS

- o I used to be a chain smoker, but I switched to cigarettes.
- o Smoking is the leading cause of statistics.
- o I'd rather take a smoking break than a break from smoking.
- o There are two reasons why some people don't mind their own business. One is they don't have any mind. The other is they don't have any business.

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GREAT AMERICAN SMOKESCREEN

(RIGHT PANEL)

COMFORTS

Those who give up cigarette smoking aren't the heroes. The real heroes are the rest of us -- who have to listen to them.

Hal Boyle, Associated Press Columnist

To cease smoking is the easiest thing I ever did; I ought to know because I've done it a thousand times.

Mark Twain

Nobody can be so revoltingly smug as the man who has just given up smoking.

Sydney J. Harris, Strictly Personal

More than one cigar at a time is excessive smoking.

Mark Twain

The fears of one class of men are not the measure of the rights of another.

George Bancroft, Historian

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LAPEL STICKERS

1. DON'T NAG ME

(A horse's head smoking a cigarette. In small print around the sticker, "I'm A Great American Smoker.")

2. THANKS FOR ASKING, BUT I CHOOSE TO SMOKE

3. SMOKING, A GREAT AMERICAN RITE

4. SMOKERS NEED LOVE, TOO

Oversize lapel stickers for media event participants and sample distributors will be the exact size of a cigarette pack.

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"GREAT AMERICAN SMOKER'S BILL OF RIGHTS"

**Great American Smoker's
Bill of Rights**

As a smoker, I am entitled to certain inalienable rights, among them:

- the right to the pursuit of happiness;
- the right to choose to smoke;
- the right to enjoy a legal product;
- the right to freedom from harassment;
- the right to be treated courteously;
- the right to accommodation in the workplace;
- the right to accommodation in public places;
- the right to unrestricted access to commercial information about products;
- the right to purchase products without excessive taxation;
- the right to freedom from unnecessary government intrusion.

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