

WELCOME TO
Malboro Country.

PATRICK REYNOLDS

A unique community outreach for your health care system

He's a grandson of tobacco magnate R.J. Reynolds, but after smoking killed his father, Mr. Reynolds spoke out publicly in Congress against Big Tobacco. His advocacy of State legislation and ballot measures and his motivational talks to youth have made him a well known champion of a smokefree society.

Mr. Reynolds' talks on hospital campuses provide marketing execs with a unique opportunity for community outreach. His program gets strong, positive coverage in the local press.

Mr. Reynolds will speak to hospital staff and community members on the state of tobacco control in your State, and he has also helped launch new smokefree campus policies for several health care systems.

Hospitals often add a talk at a middle or high school, with support from local health departments. In sum, this polished speaker is a media draw, and his program will build strong community goodwill for your hospital.



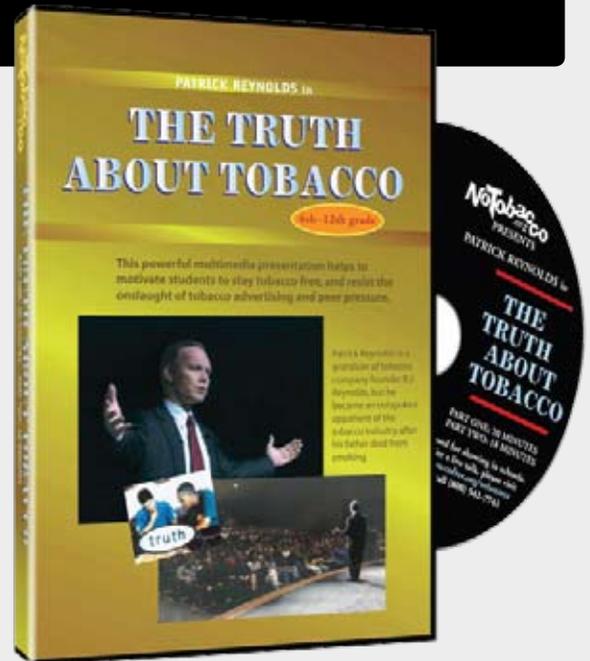
“Patrick Reynolds is one of the nation’s most influential advocates of a smokefree America. His testimony is invaluable to our society.”

Former U.S. Surgeon General C. Everett Koop, in 2003

Patrick Reynolds with former Surgeon General C. Everett Koop at a meeting in Washington DC

The mission of the non-profit group Reynolds founded in Los Angeles, *The Foundation for a Smokefree America*, is to motivate youth to remain tobaccofree, and to empower smokers to quit successfully.

Mr. Reynolds and his group released an acclaimed educational video, *The Truth About Tobacco*, which has now been purchased by over 10,000 schools, hospitals and health departments. Illustrated with award-winning TV spots, film clips and anti-smoking graphics, the DVD includes sections of a live talk Patrick gave to 1,000 ninth graders. Reynolds sends an empowering message to teens about cigarette advertising, and the addictiveness of nicotine. It closes with Mr. Reynolds' unique initiation for youth, and his inspirational message of hope for the future, which he feels is needed in a time of uncertainty about the future. “If teens believe they have a good future, they will be less likely to smoke or use drugs, and more motivated to hold on to their health,” says Reynolds.



In April, 2009, the Health Minister of Greece invited Mr. Reynolds to Athens to speak at the launch of Greece’s Anti-Smoking Campaign. There was strong national Greek news coverage, and Mr. Reynolds was profiled by most Greek media outlets. His Foundation is now contacting Health Ministers in China, Russia, India, and the Middle East, to take the message to those nations.

In March, 2009, Mr. Reynolds met in Washington DC with Rep. Henry Waxman to offer his support for FDA regulation of tobacco, which is now law.

Patrick Reynolds speaks at the kickoff of Greece's Anti-Smoking Campaign, April 28, 2009

“Patrick Reynolds’ visit to Ashland was an extraordinary success and an excellent community outreach for our hospital, with front page news coverage. His emotional and poignant presentation to the students drew their attention to the issue of underage smoking. During his visit, not only did he impact hundreds of junior high students, the age at which tobacco addiction begins, but his complimentary adult meet-n-greet events also helped him to spread the word to our community about Ohio’s state of tobacco control. He helped us to know what we as adults, community leaders, and health providers can do to make a difference in our community. We hope to have him back, and highly recommend this outreach program to other hospitals.”

Erin Al-Mehairi, Manager of Marketing and Public Relations, Samaritan Regional Health System, Ashland OH

“We’re privileged to have Patrick Reynolds speak about his personal experiences with tobacco on the occasion of our new Tobacco-free Campus initiative, especially on such an important day for us.”

Erica Cline, Spokesperson, University Health Care System, Augusta GA

Reynolds gives straight talk on tobacco

BY LEAH HURD-LOP
THE ENTERPRISE

You could have heard a tear drop when Patrick Reynolds said good-bye to Shawn and turned off the projector.

Reynolds told 425 Park Rapids and Nevins 8th, 7th and 8th graders a powerful story about Shawn, a high school athlete who died of cancer from chewing tobacco.

The students listened, then fell silent as pictures of the young man showed what he looked like before his cancer was discovered and how he appeared after surgeons took away parts of his face.

Reynolds told students about his family. He is the grandson of R.J. Reynolds, but turned away from his family's former business and has become one of the nation's best known advocates against tobacco and smoking.

"My father died from the products that made our family rich," Reynolds said.

Those products are addicting, he said. "It's as hard to break the habit of using tobacco as heroin or cocaine." He said 95 people out of 100 people fail at quitting the first time.

Reynolds says tobacco companies "go after our kids" to replace the 3,000 smokers a day who quit and who die.

Their advertising, he said, goes after your unconscious



Patrick Reynolds

tion," he told youth. Similarly, he told students, tobacco companies have paid Reynolds about \$1 million to promote their products.

News

far from "an acute sense of diminished expectations." Reynolds challenged students to think about the future positively and to think about what is

Tobacco scion's message to kids: Don't start smoking

By Steve Dill-Stone

Patrick Reynolds, a grandson of the founder of R.J. Reynolds Tobacco Company, will speak to thousands of Ashland area students about the dangers of smoking at the annual tobacco-free school day on Wednesday. Reynolds will be one of the speakers at the event, which is being held at the Ashland High School.

Reynolds is a nationally recognized spokesman for the tobacco industry. He has been featured in numerous television and print advertisements for the company. Reynolds is also a member of the R.J. Reynolds Tobacco Company's board of directors.



Patrick Reynolds

Reynolds is the founder of The Foundation for Tobacco-Free Schools, a non-profit, tobacco-free organization that was founded in 1998 after Reynolds quit smoking. The organization has since grown to include over 100 schools across the United States.

Reynolds is also a member of the R.J. Reynolds Tobacco Company's board of directors. He has been featured in numerous television and print advertisements for the company.

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Support grows for tax law

Cash collected sooner under bill, limiting the extent of hike

BY JEFFREY GAUNT AND CATHERINE EDMAN
Daily Herald Staff Writer

Four more redoubtless lawmakers approved Monday to support legislation designed to protect payers from higher-than-expected bills after voters voted on state income increases.

Tobacco heir sees death in smoking

R.J. Reynolds' grandson crusading against product that killed his dad

By MARI PYKE
Daily Herald Staff Writer

While most sons associate memories of their dad with beer cans and puggy-back rides, Patrick Reynolds remembers an exhausted man, dying of emphysema caused by smoking.

The impact of his father's suffering was so powerful, the tobacco industry later turned his back on the family business to campaign against cigarettes.

The bond that were tied to the tobacco industry, is the same bond that kills thousands of people.

Reynolds said. The grandson of R.J. Reynolds will appear at tomorrow DuPage County high schools this week in an effort to discourage teens from smoking.

On Wednesday night, as part of National Kick Butts Day, he'll head a panel of speakers during a dinner at the Lake Hilton.

Event sponsors include the DuPage County Health Department and Central DuPage Hospital.

Reynolds' father, R.J. Reynolds, died in 1964 when Patrick was 16.

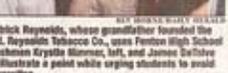
"I believe he was in denial," Reynolds said. "He thought he had asthma."

He later watched other family members, including his brother R.J. Reynolds III, succumb to cigarette-related diseases.

Those losses led to his desire to speak out against tobacco use, starting with testimony before Congress in 1996 supporting banning cigarette advertisements.

"Sometimes, the greatest change in life come out of the deepest wounds," Reynolds said.

It was the start of an anti-tobacco crusade for Reynolds, who sold his company stock and went against his family's interests.



Patrick Reynolds, whose grandfather founded the R.J. Reynolds Tobacco Co., uses Fermus High School freshmen Krystle Stinner, left, and James Delaney to illustrate a point while urging students to avoid cigarettes.

Increasingly over the past decade, Hispanics are breaking down barriers surrounding home ownership

How much

“Here in suburban Chicago, three hospitals joined together with the county health department to co-sponsor this excellent community outreach. Hospital marketing executives were thrilled with the positive front page news coverage. Health department staff coordinated the schools at which Mr. Reynolds spoke, and his evening presentation for community members was also a great success. Over his five days of talks here, Mr. Reynolds received near universal praise from students and staff. I wholeheartedly recommend this extraordinary speaker and his program. This was a truly outstanding community event.”

Jessica Gerdes, RN, MS, NCSN, School Health Consultant, DuPage County (IL)

Hospitals that bring in Patrick Reynolds to speak will have a powerful outreach to their community!



TobaccoFree.org

Foundation for a Smokefree America

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Patrick Reynolds' bio www.tobaccofree.org/bio/
Content of talks www.tobaccofree.org/college/
Recent press clips www.tobaccofree.org/news/

MORE PRAISE FROM HOSPITALS

We got an excellent front page story and terrific TV coverage. His presentations were beyond my expectations. I am extremely pleased!

Jeff Barber, President & CEO, North Mississippi Health Services, Tupelo, MS

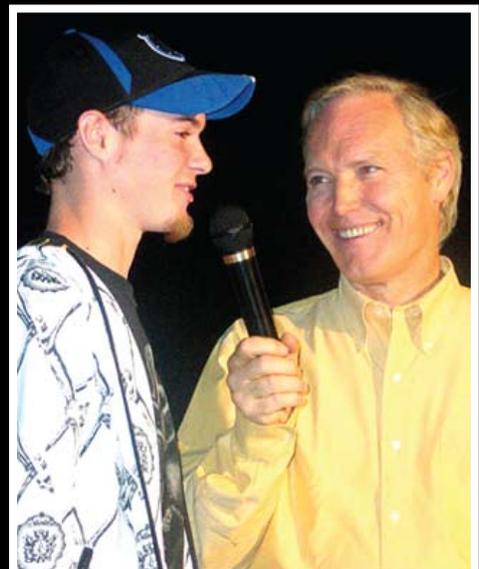
What terrific media coverage! Patrick Reynolds was a dynamic speaker, and was invaluable in helping us reach our goal of promoting healthy lifestyle choices in our community. We want to have him back.

Kathy Busch, St. Francis Hospital and Medical Center, Topeka, KS

Patrick Reynolds is very effective in driving home the message to our medical professionals, the importance -- and logic -- in tobacco education and prevention for our youth. His message is powerful and passionate. He connects with youth, removing the smoke screen, and tells them to the truth about tobacco products.

Carol Reeves, Director, Greenville Family Partnership, Greenville, SC

Tobacco-free advocate Patrick Reynolds, grandson of the tobacco company founder R.J. Reynolds, denounced the tobacco industry in Congress after smoking killed his father. Hospitals may want to consider sponsoring one of his talks on their campuses as a program for community outreach, or to launch a new tobacco-free campus policy. He received positive news coverage when he spoke at six Ohio middle schools sponsored by Fisher-Titus Medical Center in Norwalk, Samaritan Regional Health System in Ashland and Mercy Hospital of Willard. For more information, call Smokefree America.



Ohio Hospital Association, Bulletin to Administrative and Public Relations staff

La Grande OR Observer