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Patrick Reynolds on the new Reynolds American Smoking Ban

RJ Reynolds' grandson Patrick Reynolds, Executive Director of The Foundation for a Smokefree America, offers this statement on the new smoking ban imposed on RJ Reynolds Tobacco's employees.

Los Angeles, Saturday, October 25, 2014 – Patrick Reynolds, a grandson of tobacco company founder RJ Reynolds and tobacco free advocate, issued this statement today:

"It's ironic they're not allowed to smoke the cigarettes they sell. Reynolds American is cloaking themselves in the garb of responsible corporate citizens, but in fact, the company has continued to market to kids and fight policies proven to reduce tobacco use. They've spent millions in paid TV spots and political contributions to stop State tobacco tax increases and kill 100% Statewide smoking bans. For decades they denied second hand smoke is a health hazard, but now they seem to be admitting it is.

"How do they market to kids? By advertising in magazines with a strong youth readership, and offering discounts that make their addictive products more appealing and affordable to the young. Reynolds American owns the third most popular brand among kids (Camel) and may soon own the second most popular one (Newport), if their proposed merger with Lorillard is approved.

"In 2006, Federal Judge Gladys Kessler found that Reynolds had violated civil racketeering laws by perpetuating a fraud on the American people for decades. Judge Kessler concluded,

'Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.' And Judge Kessler found that this unlawful conduct is ongoing.

"The ban at RJ Reynolds Tobacco is weak," Patrick Reynolds continues. "It allows for designated smoking areas, and that type of ban does not provide the same protection to employees as the 100% bans found in many workplaces.

Patrick Reynolds' Statement
Reynolds American's smoking ban
October 25th, 2014
Page 2

"It's personal to me. My father, RJ Reynolds, Jr. died from emphysema caused by smoking the brands that made the Reynolds family powerful. I was 15 when I lost my Dad to smoking, and that's one reason I crossed over. I'll continue fighting tobacco for the rest of my life, and one day, I believe we will have a tobacco free society." Mr. Reynolds' bio is at www.Anti-smoking.org/bio/

The Foundation for a Smokefree America

The Foundation for a Smokefree America's mission is to motivate youth to stay tobaccofree and to empower smokers to quit successfully. Best known for its national campaign for teen smoking prevention, the group's websites also offer free support each month to thousands of smokers who wish to quit.

The 501c3 org was founded in 1989 by Patrick Reynolds, a grandson of tobacco company founder RJ Reynolds, after his father died from smoking. Since that time Mr. Reynolds has worked to educate the public about State and local smoking bans, tobacco tax increases, FDA regulation of tobacco, and the UN's global treaty on Tobacco Control. A frequent speaker at health conferences, colleges and community groups, Mr. Reynolds also presents his acclaimed assembly program for middle and high schools. An educational video of a live talk Patrick gave to 1,000 ninth graders, *The Truth About Tobacco*, has now been purchased by over 10,000 schools and health departments.

When Greece's Minister of Health invited Mr. Reynolds to speak in Athens in 2009, there was very strong coverage by the Greek newsmedia. At this time, the Foundation is seeking corporate, private and government sponsors for an international speaking tour. In China and India alone, it is anticipated that one billion people would get a strong message about tobacco from the news coverage of Reynolds' tour.

The Foundation for a Smokefree America is a tax-exempt, public foundation. For more info, please visit www.Anti-smoking.org/