



The African American Tobacco Control Leadership Council

FOR IMMEDIATE RELEASE

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*****Media Advisory*****

Full Speed Ahead

Berkeley City Council To Introduce Ordinance Prohibiting the Citywide Sale of Menthol and All-Flavored Tobacco Products

WHAT: Berkeley City Council Meeting
WHEN: Tuesday, December 11, 2018 6 p.m.
WHERE: SCHOOL DISTRICT BOARD ROOM
1231 Addison Street
Berkeley, CA 94702

Following the lead of San Francisco, Richmond, Beverly Hills, Santa Cruz, and Alameda, Berkeley is poised to become the next U.S. city *to prohibit the sale of menthol and all flavored tobacco products CITYWIDE*. City Council member Cheryl Davila will introduce the ordinance on Tuesday, December 11, 2018. Though the Food and Drug Administration (FDA) and the State of California (SB38-Hill) have initiated federal and state level processes to prohibit the sale of menthol and/or flavored tobacco products, tobacco control advocates know that it could take years before meaningful legislation is passed and implemented. Years sure to be fraught with tobacco industry sabotage and subterfuge. Tobacco control advocates across the country are urging local municipalities to continue to move full speed ahead. "We have seen such an alarming increase in flavored e-cigarette use among youth, we know delayed years represent the lives of children and young adults needlessly addicted to these products," said Liz Williams of Americans For Nonsmokers' Rights.

The U.S. Food and Drug Administration and the U.S. Centers for Disease Control and Prevention [released](#) a [report](#) on November 15 showing that more than 3.6 million middle and high school students are using e-cigarettes – that's 1.5 million more than in 2017 and almost 13 times the number of students who were using e-cigarettes in 2011.

"Menthol, fruit- and candy-flavored tobacco products are a key part of the tobacco industry's strategy to bait youth into becoming tomorrow's addicts, and we cannot waste time addressing the skyrocketing use of e-cigarettes among our youth," said American Cancer Society Cancer Action Network Senior Government Relations Director Tim Gibbs. "Make no mistake—the industry shamelessly tries to maximize profits while its customers suffer death and disease, and local taxpayers continue to foot the bill for tobacco-related illnesses."

City Council member, Cheryl Davila added, "We know that the actions of local municipalities have driven the historic tobacco control gains of California. I am hopeful that Berkeley will proudly join the other cities that have restricted the **citywide** sale of these deadly products.

"We are proud of the leadership of Cheryl Davila and proud that the Bay Area has such strong elected officials who aren't afraid to stand up to the tobacco industry and their historical and continued predation of our children and communities," said Carol McGruder, Co-Chair of the African American Tobacco Control Leadership Council.

"Breathe California supports the leadership efforts of the Berkeley City Council to eliminate the sale of flavored tobacco and require a minimum package size for cigars and little cigars. Protecting our youth from becoming the next generation of tobacco addicts must be a priority and we believe Berkeley will continue to lead by example," said Dr. Tanya Stevenson, CEO of Breathe California.

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