

Media Advisory

Contact: Jackie Wright
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**The African American Tobacco
Control Leadership Council,
in partnership with SF CAN**



What Does Menthol Have to Do with It? **Everything!** **Tobacco and Social Injustice Community Forum**

WHO: The San Francisco Cancer Initiative (SF CAN)* and The African American Tobacco Control Leadership Council (AATCLC)**

WHAT: A Community Forum on the impact of menthol-flavored cigarettes and other flavored tobacco products on San Francisco's most vulnerable populations.

Attendees will learn how these tobacco products contribute to the social injustices facing our communities, as well as learn about the tobacco industry's use of national organizations as front groups to diffuse efforts to regulate menthol cigarettes and other flavored tobacco products.

Attendees will also learn how The AATCLC is confronting the "alternative facts" being propagated by the tobacco industry front groups, including Al Sharpton & his National Action Network (NAN).

WHERE: **African American Arts and Culture Complex**
762 Fulton Street, San Francisco, CA 94102

WHEN: **Saturday, February 11, 2017; 10 a.m. – 1:30 p.m.**

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WHY: *Why do over 80% of Black smokers, smoke mentholated tobacco products? It's because of Racial Profiling.* Since the Civil Rights Era, Big Tobacco companies have perniciously targeted the African American Community with mentholated tobacco products. These marketing campaigns included dumping cheap products in our communities, giving away free cigarettes to children, and cultivating relationships with the Black press and leadership groups.

45,000 African Americans die annually from tobacco related diseases – more than police-involved shootings, homicides, AIDS, car accidents, diabetes; and all other preventable causes of death **combined**.

The African American Tobacco Control Leadership Council is calling for the African American community and others to Take Action and Make a New Legacy for Black History by working together to restrict the sale of menthol cigarettes and other flavored tobacco products. Let's create healthy prosperous communities.

JOIN THE FIGHT FOR THE LIVES OF OUR LOVED ONES!

For more information visit www.savingblacklives.org and www.SFCancer.org

* SF CAN is a partnership between the University of California, San Francisco and the city's health systems, government and community leaders to reduce the incidence and impact of cancer in San Francisco.

**AATCLC is a consortium of anti-tobacco non-profit advocates.

Available for print, radio, and television interviews-

Carol McGruder, AATCLC Co-Chair

Dr. Phillip Gardiner, Dr.PH, AATCLC Co-Chair

Dr. Valerie Yerger, ND, University California, San Francisco

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