

**SOME THINGS THAT BIG TOBACCO
DOESN'T WANT YOU TO KNOW**

2,500

NUMBER OF KIDS (UNDER 18) WHO
BECOME NEW SMOKERS EACH YEAR.

4.7 MILLION

PACKS OF CIGARETTES BOUGHT OR
SMOKED BY KIDS EACH YEAR.

3,600

KIDS NOW UNDER 18 AND
ALIVE IN NEBRASKA WHO WILL
DIE PREMATURELY FROM SMOKING.

TODAY'S TEENAGER IS TOMORROW'S
POTENTIAL REGULAR CUSTOMER

PHILLIP MORRIS VICE PRESIDENT OF RESEARCH AND DEVELOPMENT

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No Limits is a youth-led movement that uses activism to expose and oppose the tobacco industry's manipulative marketing tactics in Nebraska.

There are **No Limits** to what the tobacco companies will do to market their addictive and deadly products, and there are **No Limits** to what Nebraska teens will do to fight back.

No Limits works with youth and youth organizations to provide the training, tools, and know-how for teens to fight Big Tobacco.

*For information on upcoming events or to see how **YOU** can get involved, call **1-800-FYI-TEEN** or visit www.NoLimitsNebraska.com*

NL

Defy the Lie. Fight Big Tobacco.



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