

DATE: March 7, 2008
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MEDIA ADVISORY
For immediate release
(March 7, 2008)

RIDERZ for a Cause: Car Teams Deliver Tobacco-Free Message to Bay Area Car Show

WHAT: Project RIDE and four import car teams will showcase their cars at Hot Import Nights; one of the biggest import car shows in Northern California and will make a statement that they don't want the tobacco industry sponsoring their import car scene. Project RIDE and local Bay Area car teams Lethal Injection, Final Phaze, Dynamic Racing Project, and Team Emperor have united to use the power of the import car scene to reach youth and other communities against Big Tobacco through an informational campaign.

WHO: As featured in **Super Street and Hyphen** magazine, the **RIDE Crew** is a statewide volunteer network of over 300 young adult car enthusiasts aged 18-24. Bourn out of the idea of a single person, the goal of Project RIDE is to mobilize the import scene to counter tobacco promotions and usage among youth, young adult car enthusiasts, and Asian Americans.

Project RIDE is a program of the Bay Area Community Resources, and is funded by the California Department of Health Services, Tobacco Control Section, and San Francisco County of Public Health.

WHY: **Tobacco companies have begun to target the import community** by recently having tobacco retailers set up booths at import car shows (attended by largely young adults), and tobacco industry executives are frequently approaching import show event organizers offering sponsorships. Ride Sponsorships are a powerful strategy to train import car enthusiasts to fight back against the marketing of their community to the tobacco industry.

Young people are at risk. Surveys show that most people who smoke began before they were 18. The import car scene attracts huge numbers of young people under age 18.

More young Asian Americans are smoking. An American Legacy Foundation survey found that this group saw a seven-fold increase, the largest increase of any ethnic group in smoking rates from 7th -12th grades.

WHEN: Saturday, March 8, 2008

WHERE: San Mateo Convention Center 2495 S Delaware St
San Mateo, CA 94403

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