

DATE: September 6, 2008  
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**MEDIA ADVISORY**  
**For immediate release**  
**PRESS CONFERENCE**  
**11AM on September 6, 2008**

***THE RIDE SHOW: A CAR & HIP HOP SHOW FOR SOCIAL JUSTICE. BIG TOBACCO NOT WELCOME***

**WHAT:** The RIDE Show is a combination of a car show and hip hop show bringing young import car enthusiasts to celebrate cultural events free from the tobacco industry. Project RIDE, in conjunction with JDM Theory, one of the premier event promoters of import car shows, will host 'The RIDE Show' In Union City, California. This car and hip hop show will be the first event of its kind where tobacco product promotion or sponsorship is prohibited. This community event will be much more than a car and hip hop show. Besides the customized cars, there will be a community resources fair, music, children's activities, hip-hop music competition, dance competitions, live art and MC showcases. This event aims to give import enthusiasts a positive venue for their passion, where kids and families can have fun together in a safe setting free from tobacco marketing and a smoke-free environment.

**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 14-34. The goal of Project RIDE is to mobilize the import scene to counter tobacco promotions, free sampling 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 Public Health Trust, a program of the Public Health Institute, through a defendant's settlement of a complaint brought by the State of California.

**WHY: Huge Marketing Potential.** According to a New York Times article, import car shows on average attract 20,000 attendees per event. Just in California, there are 30+ import events a year. The largest share of attendees are 14-24 year olds with large amounts of disposable income to spend.

**Young People Begin to Smoke at an Early Age.** Most young people begin smoking before or by the time they are 18 years old. Smoking is the leading cause of preventable death in America.

**Tobacco companies are targeting the import community.** Camel Car Culture, which was specifically designed to recruit smokers in the import car scene, lured car enthusiasts to give out their personal information by giving free movie tickets, buying dinners, and handing out free cigarettes and promotional items at car shows. In addition, Project RIDE has witnessed tobacco companies giving away free tobacco samples to minors which are a clear violation of state laws.

**WHEN:** Saturday, September 6, 2008 12-5PM  
11AM on September 6, 2008 at the location below.

Press Conference:

**WHERE:** 33700 Alvarado Niles Road  
Union City, CA 94587

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