

DATE: April 20, 2009  
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**MEDIA ADVISORY**  
**For immediate release**  
**(April 20<sup>th</sup>, 2009)**

## **RIDE Sponsorship Awards-Round 8:** ***Celebrating 8 Years of Young Car Teams In The Fight Against Big Tobacco***

**WHAT: RIDE 2009-2010 Sponsorship Awards-** The RIDE Project announces that it will hand out 5 RIDE Tobacco Free Sponsorship Awards for 2007-2008. Northern California Import Car teams are eligible to receive the award. **Five import car teams**, will sign pledges at the an awards ceremony at project RIDE's Oakland office.

For seven months starting in June, each of the selected teams will **(1) receive RIDE leadership trainings, (2) showcase their cars and promote the RIDE campaign** at car shows, high schools, and fairs throughout California, and **(3) participate in a growing tobacco-control movement** at the street level. Each team has volunteered to sign a policies stating that they will not take any money from tobacco companies or promote their deadly products. Each team also receives a \$500 award in recognition for their dedication to keeping the import scene healthy, positive, and tobacco free.

**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, San Francisco Department of Public Health, the Public Health Trust and the Alameda County Health Care Services Agency, Public Health Department Tobacco Master Settlement Funds.

**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**, with surveys showing 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**, with an American legacy foundation survey showing that this group saw a seven-fold increase, the largest increase of any ethnic group in smoking rates from 7<sup>th</sup> -12<sup>th</sup> grades.

**WHEN:** Saturday, April 25, 2009, 11:00AM – 6:00PM

**WHERE:** Project RIDE award ceremony for 2009 teams (Preservation Park Oakland, CA)

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