

DATE: February 21, 2010
CONTACT: Tiffany Chin,
Project Director
Office: (510) 452-1234
Fax: (510) 452-1024
Email: tchin@bacr.org
www.projectride.net
Day of Event Contact:
Tiffany Chin 925-788-6188
Paul Escobar 510-589-9533



MEDIA ADVISORY
For immediate release
(February 21, 2010)

***THE RIDE MEET: A CAR SHOW FOR SOCIAL JUSTICE.
BIG TOBACCO NOT WELCOME***

WHAT: The RIDE Meet is a car show which is bringing together young and old import car enthusiasts to celebrate an event free from the tobacco industry. Project RIDE, in conjunction with Lemans Karting, one of Fremont's premier go kart racing tracks, will host 'The RIDE Meet' In Fremont, California. This car show will be the second event with Lemans Karting, brought to you by Project RIDE. Project RIDE seeks to prohibit tobacco product promotion or sponsorship within the import car scene.

This free community event is more than just an import car meet. Aside from these customized cars, music, and the opportunity to race go-karts for a discounted rate with a Project RIDE flyer. The goal of this event is to give import enthusiasts a safe and positive venue for their passion of import vehicles, where kids and families can have fun together in a smoke-free environment free from all forms of tobacco sponsorship.

WHO: Project RIDE is funded by the California Department of Health Services, Tobacco Control Section, San Francisco Department of Public Health, and the Alameda County Health Care Services Agency, Public Health Department, and the Tobacco Master Settlement Funds.

WHY: Tobacco companies are using the import car community as a means of sponsorship.

- Tobacco companies have been trying to recruit smokers in the import car scene by luring car enthusiasts with promotional tobacco items such as free cigarettes, blunt wrappers, free movie tickets, free dinners, coupons, and discounts.
- Tobacco industry executives are frequently approaching import show event organizers offering sponsorships.
- 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.

WHEN: Saturday February 21, 2010

WHERE: Lemans Karting 45957 Hotchkiss Street Fremont, CA 94539