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MEDIA ADVISORY
For immediate release
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**RIDE Teams Up with Extreme Autofest to
Deliver Tobacco-Free Message in Nor-cal and So-cal**
Promoting Our Mission Throughout All of California

WHAT: Extreme Autofest makes it known to the public that Big Tobacco is not invited to our events by signing a tobacco sponsorship-free policy and smoke-free event policy with us! We here at RIDE will be returning the favor by supporting their event in San Mateo, and Guam Communications Network heading RIDE's Southern California chapter will be in attendance at their San Diego event.

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 18-25. The mission of RIDE is to bring together young people from diverse backgrounds around the Bay Area and beyond with a love of cars and racing to protect their communities and the automobile scene from social injustice. Born out of the idea of a single person, it is RIDE's main goal to mobilize the import scene to counter tobacco promotions and usage among youth, young adult car enthusiasts, and Asian Americans.

WHY: **Young people are at risk** with studies showing that most people who habitually smoke began before the age of 18. The import car scene attracts huge numbers of youth much younger than the age of 18; some enthusiasts even bring the whole family to partake in the culture.

Tobacco companies have targeted the import community by having tobacco retailers set up booths at import car shows (attended largely by 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 by big tobacco.

WHERE: Qualcomm Stadium, San Diego, CA
San Mateo County Event Center, San Mateo, CA

WHEN: San Diego: Sunday, July 10, 2011 (11AM - 6PM)
San Mateo: Saturday, August 13, 2011 (4PM - 11PM)

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

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