

Date: March 27, 2011  
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**MEDIA ADVISORY**  
For immediate release  
(March 27, 2011)

**RIDE Congratulates Japan Relief Gathering  
Charity Car Show on Efforts to Raise Money for Japan Tsunami  
Victims and Signing Tobacco-Free Sponsorship Policy**  
*Helping Others in Need While Fighting Big Tobacco*

**WHAT:** Project RIDE is proud to collaborate with Japan Relief Gathering (JRG) in helping their organization with a very admirable cause. Their efforts to organize this incredible last minute event, with the support of hundreds of car enthusiasts and popular vendors like NOS Energy Drinks, N1 Concepts, and ourselves, will help those affected by the disaster in Japan. JRG is also driving the extra mile and supporting RIDE's mission to keep Big Tobacco off the streets by signing a tobacco-free sponsorship policy with us!

**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 both their community 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:** Pier 30 @ Red's Java House  
Bryant & Embarcadero, San Francisco, CA 94107

**WHEN:** Sunday, April 3, 2011 (3PM - 5PM)

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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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