

UTAH'S ANTI-TOBACCO  
REVOLUTION!

SPECIAL  
POINTS OF  
INTEREST:

- We gave more than 700 free rides on the mechanical bull at the BASH concert
- Nov 15 activity will be a great way to get back at Big Tobacco
- New faces join the leadership of the Phoenix Alliance
- Seen the new website?

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# Phoenix Alliance Newsletter

VOLUME 6, ISSUE 3

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## PA Rocks Out at the BASH

Story by Cooper Jackson

Victim Effect, Jimmy Eat World, Schoolyard Heroes, and The Used. These are just some of the bands that played at this year's statewide initiative launch, the X96 Maverick Big A\*\* Show (B.A.Sh) held October 6<sup>th</sup> at the Salt Palace. Twenty-one Phoenix Alliance members worked hard to give 700 bull rides, hand out 600 t-shirts, 1000 bandanas, 1200 air fresheners, and one brand new iPod nano! The result of our eight awesome hours of work was 1,712 signatures for our petition! We want to educate colleges and universities about chewing

tobacco advertising and to influence them to create a policy that would make it against the rules to accept money, or advertise for chewing tobacco. The tagline for this year's initiative is "Don't Buy Their Bull." Since we are just starting this campaign, we hope everyone will help us get the word out and try to find people to support our cause. We want colleges to listen to us because we are their future students. To get involved come to our next activity, which you can find on our website, [www.utahphoenixalliance.org](http://www.utahphoenixalliance.org), and we will also hook you up with petitions and other helpful information.

### One of many concert goers taking a ride on the bull!



## Brittney Shields Honored with Phoenix Alliance Youth Advocate Award

Every year the Phoenix Alliance recognizes one of our members for going above and beyond the call of duty in the fight against tobacco. This year's award goes to Brittney Shields from Fillmore. Brittney was busy this year helping her community with assemblies, fairs, presentations, song writing and taking away the "cool" factor of smoking. We would also like to recognize Whitney Rutt for her leadership and national work, Yvonne Clark for her passion and getting others involved, and Chelsey Wilson for her efforts as well. If you think you should be the next winner, look for the applications next summer and show us what you're made of!

## Year Ends with 3,000 Supporters

Story by Sky Thai

Our previous initiative to show support for Food and Drug Administration (FDA) regulation over tobacco has come to an end with satisfying results. Over the past year, we obtained nearly 3,000 signatures thanks to all the hard work we put forth at each event, our schools and communities. Nationally, 70% of voters support FDA regulation of tobacco products. This enormous amount of support is an indicator of what could be to come in Congress. So far, HELP (U.S. Senate Health,

Education, Labor and Pensions) has approved a bill that will grant the FDA authority to allow change in promoting public health with a variety of resources. This change, even though it may seem small, is leading to a near revolutionary change in FDA regulation over tobacco. This is the beginning momentum for the Senate and House to let the bill pass. Only then will tobacco products finally be exposed and denounced for what they truly are— poisons. There are still a few issues to

address before Congress can make such a strong decision. We look forward to the day when a product that causes so much death and disease will be regulated to protect consumers and restrict tobacco marketing aimed at children.

For more up to date information regarding this bill go to: [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

## Fall Training at Snowbird Ski Resort

Story by Kayla Rutt

This year's fall retreat was held at Snowbird. It was so much fun! Everybody got to meet the new people on the YLB. Most of the leadership board is new. We did some fun activities to get to know each other. Jen from Provo taught us some impressive presentation skills. Whitney taught us about the new statewide initiative, Yvonne taught us about tobacco manipulation, and we planned some upcoming Phoenix Alliance Events. We checked out our rad new promo gear and even played some Guitar Hero. We all had so much fun and hope that next year we can see you there.



*YLB members finish up another great training*



*The president of Philip Morris Co. said in a sworn deposition that tobacco is no more addictive than Gummy Bears candy.*

**Don't Buy Their Bull is the PA's new initiative**



## Do You Want to Carry a Body Bag?

Story by David "Big D" Taylor

The Great American Smoke-Out Is For You! We have the coolest event going on the 15th of November. The Great American Smoke-Out is a national day started by the American Cancer Society challenging all smokers to stop smoking for one day. To give everybody the truth about smoking we have devised the most awesome plan ever! We are going to gather in Salt Lake City, on the streets of down town with some items that will really get some attention. We are going to fill wheelbarrows with stuffed body bags to represent the 1,100 people that die each year in Utah alone. That's about 21 a week, roughly the size of your class. People will also be holding

signs with facts, tips on quitting smoking, and resources like the Utah quit line. This is going to be so fun, and it will be even better if you come. This is an easy event to participate. We just need you to show up. Bring your friends because we are going to need a lot of people to help with this. We want to make such a statement the news won't be able to stay away from us. You can also do this for service or volunteer hours, too. Stay tuned to our website, [www.utahphoenixalliance.org](http://www.utahphoenixalliance.org) to find out the time and where to meet. If you really want to be there, call Andrea and let her know you want to participate 801-538-7085. See ya there!!!

## Build Your Shield!

Story by David "Big D" Taylor

Hello everybody. I want you all to be prepared, get the knowledge, and BUILD YOUR SHIELD! Check out THESE facts...

In 2002, and again in 2005, US Smokeless Tobacco Company stated, "Smokeless Tobacco has not been shown to be the cause of any human disease." However, smokeless tobacco is twice as addictive as cigarettes.

A person who chews 8 to 9 times a day receives just as much nicotine as 30 to 40 cigarettes! Some common names for smokeless tobacco are chew, plug, oral, snuff, snus, spit, dip, chaw, chap, pinch, and twist. It contains over 3,000 chemicals, including about 28 known carcinogens (cancer-causing chemicals). Here is the most scary fact of all... there are about 11 different flavors of chewing tobacco, of which 9 are candy-flavored. Why is this scary? Who are they targeting? YOU! Join the Fight! Build Your Shield! And DON'T BUY THEIR BULL!!!

# Competition Heats Up in St. George

Story by Mike Whiteside & Kelsey Jetter



Riders at the local skate park

Phoenix Alliance members in St. George were lucky enough to be part of the local skate competition held on September 15<sup>th</sup>. It was hot & sunny, but most importantly, we got the word out. We had a whole bunch of swag for the kids, including some wicked hats, a custom skate deck from The TRUTH, not to mention some stylin' shades.

Winning the gear was easy, too. All participants had to do was look around the park for information we had scattered on posters and come back to spin the wheel and answer a question. If they did, we gave them something small and a ticket to enter the drawing, this time for the really nice toys. Here's the catch! When we called their name in order to get their prize, participants had to answer one final question. If they failed to answer it correctly we moved on to the next person.

On a side note, the pig lungs were once again a hit, and I of course enjoyed pumping the organs full of air for at least an hour or two. Kids lined up to see them, always asking me, "Are they real?" You bet they are! As if the smell didn't give it away.

As it turns out it was a good day for the Phoenix Alliance as well as the City of St. George which asked PA members to partner with them again on their Spring 2008 skate competition as well as their summer skimboard competition. So mark your calendars. Well, peace out Phoenix Alliance, this was Mike Whiteside and Kelsey Jetter.

*"It's a well-known fact that teenagers like sweet products. Honey might be considered" 1972 Brown & Williamson memo*

## Your Fearless Leaders

Written by Whitney Rutt

Hey guys! This is Whitney and I want to introduce you to the new presidency for the 2007-2008 year. They are amazing advocates and I am excited to work with them this year.

President: Whitney Rutt— This is my 5th year on the YLB

Vice President: Yvonne Clark— She is very passionate about the PA and recruits amazing people

Secretary: Justin Francis— He is very driven, is an awesome speaker, and is the kind of guy to grab the bull by the horns

Historian: Chelsey Wilson-- She is very dedicated to the PA. She makes sure everyone is having fun, and is everyone's friend

I hope everyone on the Phoenix Alliance gets to meet these amazing activists. I know I am excited to be a part of this year's presidency



*Pictured from left to right: Whitney, Yvonne, Justin (top), and Chelsey all at BASH Oct 6*

## 40 Members Take Up Leadership on the YLB

Written by Andrea Deming

It was an excruciating process but we were able to review all the applications for this years Youth Leadership Board (YLB). Congratulations to those who made it. We are looking forward to the awesome things you will bring. If you are not on the board, but are interested in being so, contact Andrea at [ademing@utah.gov](mailto:ademing@utah.gov) or 801-538-7085 and we'll see how you can get involved. Also check to see who is in your area so you can work with a YLB'er personally! This year's YLB is as follows:

Alan Darger, Sandy; Brittne Tyrrell, West Valley; Cedric Williams, Murray; Chantel Bleazard, Tooele; Chelsea Fairbourn, Mt Green; Chelsey Wilson, Sandy; Cooper Jackson, Layton; Dan Bulka, Salt Lake City; Darci Willoughby, Tooele; David "Big D" Taylor, Ogden; Heber Darger, Roosevelt; J.R. Ware, Monroe; Jessica Knight, Monroe; Justin Francis, West Valley; Kayla Rutt, Sandy; Keisha Roach, West Jordan; Kevin Arnold, Sandy; Kortnee Brightshue, Layton; Kortnee Weis, Roy; Lynnie Leavitt, Eagle Mt; Sky Thai, West Valley; Tyler Lambert, West Valley; Whitney Rutt, Sandy; Yvonne Clark, West Valley; Zak Pahl, West Valley; Jamie Groesbeck, Fillmore; Kierra Rhoades, Fillmore; Kortney Mortensen, Fillmore; Caitlin Willie, St. George; CeAnn Workman, St. George; Jaden Blake, St. George; Kelsey Jetter, St. George; Makayla Noel, Beaver; Malissa Hodges, Beaver; Martha Arroyos, Beaver; Mike Whiteside, St. George; Olin McNeill, Beaver; Caleb Paice, Beaver.

*Phoenix Alliance*  
*Utah's Anti-tobacco Revolution*

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**The Phoenix Alliance has a new website! With a new design, some amazing features and so much more it is sure to be an awesome tool to help with our new Statewide Initiative! It has everything from a calendar to let you know about our upcoming events to a fact library to keep you updated! You can send people to the site to sign the petition we are currently working on, or to join the Phoenix Alliance. If you want your friends to see it, enter in their email address and send them an invite! So come check it out and be amazed!**

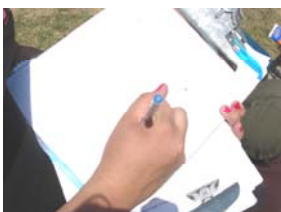
**- written by Lynnzie Leavitt**

**[utahphoenixalliance.org](http://utahphoenixalliance.org)**

## **What We Did on Our Summer Vacation**

Story by Andrea Deming

A lot happened for the Phoenix Alliance over the summer. This is what you missed. First we hit up the Warped Tour



for one of our best booths all year. We shared a tent with X96 and talked about tobacco while

they interviewed the band Yellowcard right next to us! We also gained a lot of new members who share our feelings against the tobacco companies, not to mention we were busy helping to hydrate all of the attendees with water bottles they could win from us. We were also at the Rocky Mountain Raceway for the Midnight Drags (twice!) as well as a Blaze arena football game, Fall

Out Boy concert, a demolition derby in Summit County, the Flow Ride competition in Ogden, and my favorite, the Rise Against concert at Saltair. There were some late nights but we had a great time. Thanks to everyone who came out to these events and we hope to keep up the hard work. The next year holds limitless possibilities, so keep your eyes peeled for the next event and be sure to come!