

phoenix alliance newsletter

Meet BOB by Alan

On March 15th the Phoenix Alliance was present at the PTSA's Battle of the Bands. "BOB," held at Hillcrest High School, gave local student bands a chance to compete to see who's the best.

All members had a great time and Guitar Hero was a big success with everyone there. We got to listen to some good music and some... well... not-so-good music, hang out, and generally have a good time. But more importantly, it gave us a chance to get signatures for our petition. Overall it was a good experience for everyone involved and hopefully we can come back next year. Maybe even with a new petition.



Kevin and Alan regulating the booth at Battle of the Bands

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Special points of interest:

- Tobacco companies target you. See what they say to get you hooked.
- From GASO to Spitout and Battle of the Bands, see what the Phoenix Alliance has been up to.
- Tune in. We produced new radio ads. Turn on your radio to hear them.

They Said What? by Andrea

Tobacco companies' biggest accomplishment is running a business thriving on death. Their next gold star? Getting youth to become regular smokers. Look at some of the slogans I found they use to lure us in! "Towards a better future," "A taste apart," "Follow the excitement," "Go for the challenge," "Good spirit-good taste," "Taste the Freedom," "You know cool at any time," "Live life king-sized"

Do you believe this? It's funny how the CEOs of tobacco think it's that easy to convince us to start smoking.



Why YLB by Cedric

Why am I in the Youth Leadership Board, you ask? There are many reasons, like wanting to help my mom quit and because I think tobacco is bad. Why should you join, you ask? Well, you could

support someone close to you who is trying to quit, you can stop tobacco advertising in college rodeos, and most important, you will have fun. But of course, there are serious things, like the

once-a-month meetings and planning events. So, if you're 12-18 feel free to come and join us on the Youth Leadership Board. You can find applications at utah.phoenixalliance.org.

"Today's teenager is tomorrow's potential regular customer."

-Phillip Morris Report

Website Bloggish by Tyler

I know everyone reading this has heard of a blog, and yes, Phoenix Alliance has one, too. If you've been living under a rock for the last three or four years, I'll tell you what a blog is. A blog is a frequently updated journal or diary, which can be updated any time. Yes, any time. So, if you want to write about something interesting or send us a picture, we'll gladly add it to our blog. It might not sound that fun, but you should see me right now. I'm sitting in my computer chair basically breaking a sweat over just thinking about how exciting it is. So, if this sounds appealing to you, you can get something added to our blog by... calling Andrea at 801-538-7085 or emailing Andrea at ademing@utah.gov

Great American Smokeout Success by Yvonne and Justin

Below, members of the Phoenix Alliance hold body bags to show how much smoking really costs

The Great American Smoke Out (GASO) went really well this

year. The Phoenix Alliance would like to thank everyone who helped out; we had a great turnout, guys! We were able to work with other youth groups to help us with our goal, which was to try to get a smoker to quit for one day. If you quit for one day, it'll be easier to quit for two, and so on and

so on, and then for good. The PA also got a ton of media coverage, which helps get our name out there. So, to everyone who helped out with this event, thank you so much, because it's events like these that help the Phoenix Alliance become more effective.



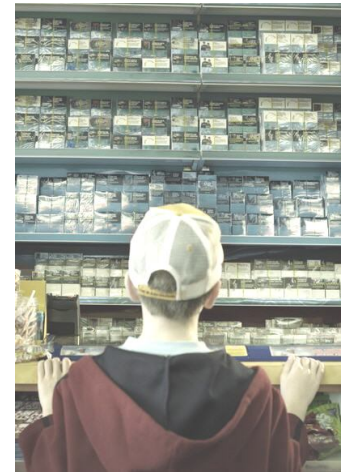


Radio Play by Sky

The Phoenix Alliance and the TRUTH campaign collaborated this year to create two new radio ads. Members of the PA worked together to think imaginatively of ways to get our messages out to people on a personal level. This led to meetings and contemplations of what would work best to motivate the youth of Utah to join the fight. The radio ad topics

were narrowed down to two main objectives, which were: 1. Youth questioning the Tobacco Industry-asking for answers they won't give us, and 2. Quotes from smokeless tobacco documents that label its users as lame and unimportant. Both ads included youth empowerment and the message that we are not against tobacco users.

PAers came up with some great ideas, but we could only produce two ads. We decided to make simple, down-to-earth radio ads that were not superficial. Although we are not professionals, I believe that we were successful in maintaining a constant, true effort to accomplish our goals and that they will have an impact on the people of Utah when aired.



Youth all over the nation have some way to access cigarettes

Real Noise by Cooper

On March 13, Central Davis Jr. High prepared its entry for the Real Noise competition. Real Noise is a competition based on educating people about the dangers of tobacco. The winners receive a concert of

their choice and \$1,000 for their school. For our entry we had a "Clear the Air Carnival" set up by our civics class. It took a lot of planning and preparation for the actual day, but it was well worth it. Some of

the activities included, Guitar Hero face off, a bean bag toss, smokers' exercises, and more. All of the prizes and activities related to tobacco prevention and served as a reminder to never use tobacco.



"The overwhelming majority of smokers first began to smoke while in their teens"

-Phillip Morris Vice President

Spit Out, and Snowboard Giveaway by Bre

For the Great American Spit Out, we pushed our petition to eliminate tobacco advertising in college rodeos at Brighton Ski Resort. To help with our message, we had a funny face contest. People competed against each other for the funniest face, but we threw in some pictures of faces damaged by spit tobacco. The winner won a brand new revolution snowboard!



The lucky winner of the snowboard with members of the Phoenix Alliance



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Youth rising from the
ashes of those who died
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www.utahphoenixalliance.org



Paintball Guns Aimed at Tobacco by Kyle



**Kyle from team Riot
caught in action**

Phoenix Alliance is proud to support team Riot in their fight against tobacco, within the sport of paintball. Riot started in July of 2007 and has practiced hard to show people who they are and why they do it. It all started with wanting to be different from other teams.

The team came up with the idea to help fight against tobacco:

after all, they know that tobacco is being used among many teams. This bothered them, because this sport takes so much energy to play and people are hurting their chances of being all they can be and having that energy. In joining with the PA, they have been showing teams that they can play harder and faster when they stay

away from using tobacco. Plan on seeing team Riot and the PA at XPS and many other Utah paintballing events in the 2008 paintball season.

For more information regarding team Riot and/or events they may be attending, please contact captain Kyle "Too Tall" Wright at TeamRiotPaintball@hotmail.com.