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TRUTH INITIATIVE® NAMED TO FAST COMPANY'S ANNUAL LIST OF THE WORLD'S 50 MOST INNOVATIVE COMPANIES FOR 2020

WASHINGTON, D.C. (March 12, 2020) – [Truth Initiative®](#), the nonprofit organization behind the proven-effective and nationally-recognized [truth®](#) youth tobacco prevention campaign, has been named to *Fast Company's* prestigious annual [list](#) of the World's 50 Most Innovative Companies for 2020. The list honors the businesses making the most profound impact on both industry and culture, showcasing a variety of ways to thrive in today's fast-changing world. In addition, *Fast Company* named Truth Initiative as one of the Top 10 Most Innovative [Not-for-Profit Organizations](#) for 2020.

This recognition underscores the efficacy of Truth Initiative's creative and innovative efforts to directly combat the national youth e-cigarette epidemic similar to how the organization helped drive down teen smoking rates to historic lows. According to *Fast Company*, Truth Initiative "smartly responded with new [truth ads](#) aimed at curbing vaping" and innovative efforts to help young people quit vaping, including a first-of-its-kind text message program called [This is Quitting](#). Now helping over 136,000 youth e-cigarette users to stop vaping, teens and young adults can access this free and anonymous program by texting **DitchJUUL™ to 88-709** and get immediate help. Parents of young people who vape can get support at [www.becomeanex.org](#). Employers, health systems and health plans can learn more about the EX® Program, a quit-smoking and vaping service for employers at [www.theexprogram.com](#).

"We are honored to be recognized by Fast Company and to be listed alongside innovative companies making a difference in people's lives, said Robin Koval, CEO and President of Truth Initiative. We are very proud of the work we are doing and are deeply committed to making tobacco, in every form, a thing of the past. Through our **truth** anti-vaping prevention campaign, we give young people the facts they need to understand that most e-cigarettes contain nicotine, which is highly addictive, and are not just fun and flavors, and for those who vape, we provide free, highly-effective digital tools to quit."

The World's Most Innovative Companies is *Fast Company's* signature franchise and one of its most highly anticipated editorial efforts of the year. It provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy.

"At a time of increasing global volatility, this year's list showcases the resilience and optimism of businesses across the world. These companies are applying creativity to solve challenges within their industries and far beyond," said *Fast Company* senior editor Amy Farley, who oversaw the issue with deputy editor David Lidsky.

Fast Company's Most Innovative Companies issue (March/April 2020) is now available online at [fastcompany.com/most-innovative-companies/2020](#), as well as in app form via iTunes and on newsstands beginning March 17, 2020.

About Truth Initiative:

Truth Initiative is a national public health organization that is inspiring tobacco-free lives and building a culture where all youth and young adults reject tobacco. In 2020, we are celebrating 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to an all-time low of 3.7% in 2019. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally-recognized **truth**[®] public education campaign. **truth** has also recently taken on the youth epidemics of vaping and opioids. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit truthinitiative.org.

About Fast Company:

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Since 2011, Fast Company has received some of the most prestigious editorial and design accolades, including the American Society of Magazine Editors (ASME) National Magazine Award for “Magazine of the Year,” Adweek’s Hot List for “Hottest Business Publication,” and six gold medals and 10 silver medals from the Society of Publication Designers. The editor-in-chief is Stephanie Mehta and the publisher is Amanda Smith. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with our sister publication Inc., and can be found online at www.fastcompany.com.

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