



FOR IMMEDIATE RELEASE

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TWO GOLD CLIOS FOR TRUTH INITIATIVE'S PUBLIC EDUCATION CAMPAIGN: TRUTH®

Washington DC - Just as it launched a new corporate brand identity and new a website for speaking, seeking and spreading the truth about tobacco, Truth Initiative was awarded two Gold CLIO awards for their **truth** campaign against youth tobacco use and their call to action to youth to be the generation to end tobacco and #FinishIt.

The two Gold CLIO Healthcare Awards recognize excellence in public relations for advertisements developed as part of "Finish It," Truth Initiative's latest **truth** campaign which launched in 2014. "Unpaid Spokesperson", which debuted at the 2014 MTV Video Music Awards and exposed the negative social impact and influence of celebrities photographed smoking, earned the Gold CLIO for Health Services and Corporate Communications. "Left Swipe Dat", a music video released at the Grammy's in 2015 featuring Becky G and Fifth Harmony as well as online influencers such as King Bach and Grace Helbig making the case that smoking is deadly to your health and your online dating life. "Left Swipe Dat" garnered the Gold CLIO for Lifestyle by taking on the social acceptability of smoking in the age of Tinder and other social dating apps.

"We've been immersed for the past 18 months in our strategy to make today's youth and young adults the generation that ends the tobacco epidemic," said Robin Koval, CEO and president of Truth Initiative. "The re-launched **truth** campaign in 2014 was the first step, and our latest is a new corporate identity and website that we introduced yesterday which build on the tremendous recognition and influence of our **truth** campaign. We believe in the power of this generation, and it is very gratifying to be honored for the creativity and energy we are bringing to the fight against tobacco."

Known for advertisements that push boundaries and inform, **truth** has always included online, earned media, and live experiences such as the **truth** tour where the campaign participates in music and extreme sports events across the country where teens and young adults gather. Public relations efforts are part and parcel of bringing **truth's** life-saving messages to youth. Both awards recognize public relations strategies developed and carried out by Ketchum. The "Finish It" campaign is the creative product of 72andSunny. Assembly is **truth's** agency of record for media.

"Today's **truth** campaign builds on the life-saving legacy we built during our first 15 years," said Eric Asche, Truth Initiative's chief marketing officer. "We've adopted the social language, customs and channels that give youth the power to end the tobacco epidemic through their social influence, and together we will #FinishIt!"

About CLIO:

The CLIOs is the esteemed international awards competition for the creative business. Founded in 1959 to celebrate high achievement in advertising, the CLIOs annually and throughout the year recognize the work, the agencies and the talent -- across advertising, sports, fashion, music, entertainment, and health care -- that, in a variety of categories and as judged by industry peers, push boundaries and establish new precedent.

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. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**® public education campaign, our rigorous and scientific research and policy studies, and our innovative community and youth engagement programs supporting populations at high risk of using tobacco. The Washington D.C.-based organization, formerly known as Legacy, 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 about our work speaking, seeking and spreading the truth about tobacco, visit truthinitiative.org.

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