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FOR IMMEDIATE RELEASE  
July 6, 2016

**Summer truth Tour Takes on Tobacco Use With One Goal: Finish Smoking for Good**  
*Riders make more than 40 stops on Vans Warped Tour*

**Washington, D.C.** – School’s out, summer is here - which means a crew of **truth**® “tour riders” are hitting the road to connect with more than one million young people on the Vans Warped Tour and inspire them to be the generation that ends tobacco use for good. **truth** is one of the nation’s longest running and most successful youth smoking prevention campaigns.

The riders will arm youth with facts about tobacco and inspire them to use their creativity and social influence to become a generation of tobacco “finishers.”

Teen cigarette smoking rates are down to a historic low of 7 percent, compared to 23 percent in 2000. But more progress needs to be made as use of other tobacco products like e-cigarettes and hookah continues to rise. **truth** created the “Finish It” campaign to empower teens to make their generation the one that ends smoking by giving them the facts about tobacco, sharing progress in the fight against the smoking epidemic and empowering teens to use their creativity to make the fight against Big Tobacco their own. Since August 2014, the campaign has generated more than 445 million interactions.

“I used to be a smoker until I learned what it was doing to my body,” said Alex Heberlein, a **truth** tour rider from Liberty, IL. “My own experience drove me to apply to be a **truth** rider and while on the **truth** tour this summer, I’m looking forward to connecting with other young people like myself to share some of the surprising facts about tobacco and give them the information they need to make an informed decision about smoking.”

The 2016 **truth** tour will include stops on the Vans Warped Tour. The full schedule for the tour is available at: [thetruth.com/events](http://thetruth.com/events).

Tour stops feature the iconic orange “**truth** truck” which is rigged with a DJ booth and dance floor creating a **truth** “zone” offering:

- Games, music, contests and giveaways, allowing **truth** tour riders to discuss tobacco issues with teens in an honest and entertaining way.
- Social media shout-outs that encourage teens to share information with their friends.
- **truth**-branded “merch” giveaways, including: t-shirts, hats, socks, skateboard decks, and more

“For 16 years we’ve had the **truth** tour help us bring our brand to life,” said Eric Asche, Chief Marketing Officer at Truth Initiative, the organization that funds and directs the **truth** campaign. “Our tour riders are aspirational people who create experiences that live beyond the concert; they embody this generation and inspire others to end smoking in a relatable and more importantly real way.”

**truth TOUR RIDERS 2016**

The Vans Warped Tour is an annual summer music festival featuring upcoming bands as well as more well-established rock and punk acts. 2016 **truth** tour riders on the Vans Warped Tour include:

Vans Warped Tour Riders	Hometown	Personal Details
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Josh Barna (Tour Manager)	St. Louis, MO	Returning <b>truth</b> tour veteran who knows the ins and outs of playing and creating video games
Nicole Stephens	Miami, FL	<b>truth</b> tour veteran passionate about photography.
Desi McGill	Miami, FL	Miami-native excited for new experiences as a first-time <b>truth</b> rider.
Anthony McLean (DJ)	Washington D.C.	<b>truth</b> tour resident DJ who is looking forward to providing an awesome musical experience on tour
Revati Beal	Miami Beach, FL	Hypnotherapy enthusiast with a passion for helping others.
Alex Heberlein	Liberty, IL	Self-proclaimed gamer, theater geek & comic book nerd and former smoker.
Kamiliah Thomas	Ocala, FL	Former college tennis player who enjoys creating short films, traveling and writing.
Eric Lupardi	Roselle Park, NJ	<b>truth</b> tour veteran and former smoker with a passion for music.
Karina Delgadillo	San Diego, CA	Avid YouTuber and longtime <b>truth</b> tour admirer.

**About truth**

**truth**<sup>®</sup> is one of the most successful and one of the largest national youth tobacco prevention campaigns. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social consequences of smoking. **truth** gives teens facts to make their own informed choices about tobacco use and inspires them to use their social influence and creativity in the fight against tobacco. The campaign is credited with preventing hundreds of thousands of teens from starting to smoke, and is working to make this the generation that ends smoking for good. To learn more, visit [thetruth.com](http://thetruth.com). **truth** is part of Truth Initiative, a national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco. To learn more about Truth Initiative’s work speaking, seeking and spreading the truth about tobacco, visit [truthinitiative.org](http://truthinitiative.org).

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