



FOR IMMEDIATE RELEASE  
January 20, 2016

**Contact:** Sarah Shank  
202-454-5561  
sshank@truthinitiative.org

**WE'VE CREATED A MONSTER! truth® and Vans Morph Culture-Changing Art into Bold Fashion Statement**

*Footwear designed by acclaimed graphic artist, Kevin Lyons rallies this generation to end smoking once and for all*

**January 20, 2016** – When it comes to teen tobacco use, **truth** believes creativity speaks louder than words. That's why **truth** partnered with Brooklyn-based graphic artist Kevin Lyons to create a one-of-a-kind mural of monsters inspired by the generation that will end smoking once and for all. The artwork was then turned into a limited-edition Vans shoe, released today.



Kevin painted the monster mural last month in Raleigh, NC – an area of the country with higher-than-average tobacco usage rates – and included empowering words submitted by teens across the country in support of **truth's** award winning "Finish It" campaign. With the teen smoking rate now at 7 percent, Lyons' cartoon "monsters" shout out what this generation can do to end tobacco for good, and encourage others to join the movement. Phrases like "Let's Make History!" and "We *that* generation" came to life across the mural – and can now be seen on the feet of teens everywhere.



**Witness the magical mural-to-shoe transformation in this video:**

**VIDEO:** <https://www.youtube.com/watch?v=WBIATFbXzz8>

The Kevin Lyons- designed Vans shoes are available in men's sizes 6.5–13, women's sizes 5-11 and boy's sizes 3.5–6. They retail for \$60 and are available at all Vans, Journeys and Journeys Underground stores in the USA.

**truth's** "Finish It" campaign was launched in August 2014 to empower smokers and nonsmokers alike to make this the generation that ends tobacco use. To learn more about how to get involved and #FinishIt, visit [thetruth.com](http://thetruth.com) or follow @truthorange on Twitter.

#### **About truth**

**truth®** is 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).

**About Vans** Vans®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. Vans authentic collections are sold globally in more than 75 countries through a network of subsidiaries, distributors and international offices. Vans also owns and operates more than 450 retail locations around the world. The Vans brand promotes the action sports lifestyle, youth culture and creative self-expression through the support of athletes, musicians and artists and through progressive events and platforms such as the Vans Triple Crown of Surfing®, the Vans U.S. Open of Surfing, Vans Pool Party, Vans Custom Culture, Vans Warped Tour®, and Vans' cultural hub and international music venue, the House of Vans. Vans,

"Off The Wall" Since '66

[www.vans.com](http://www.vans.com) [facebook.com/vans](https://facebook.com/vans) [twitter.com/vans](https://twitter.com/vans) 66

###