25,000 lives lost each year
$6.3 billion of our annual taxes to cover the costs caused by smoking

AND IT STARTS IN OUR STORES.

When the tobacco companies advertise in stores, it’s New Yorkers who pay. And we all pay—smokers and non-smokers alike. The saddest part is that our kids pay, too. They’re the ones most influenced by tobacco marketing and in-store displays. The more kids see, the more likely they are to smoke.

Find out what’s in store for our kids at TobaccofreeNYS.org
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