

SIMPLY SMOKEFREE

Hundreds of communities, even entire states, are now 100% smokefree—and the list is growing fast.

- ▶ Restaurant and bar owners from New York to California, Minnesota to Texas, have discovered that going smokefree is really cost-free. It's the wave of the future, and it's breaking now.
- ▶ While Big Tobacco and its fronts promote expensive remodels and costly, ineffective ventilation systems to “accommodate” smoking, going 100% smokefree is essentially cost-free. A couple of polite signs and you're done!
- ▶ Owners of smokefree restaurants and bars not only avoid legal liability for secondhand smoke exposure, they can flip tables more efficiently and see reduced maintenance, insurance and labor costs.

What do your customers want? Decades of polls and elections show:

- ▶ People want smokefree restaurants. A Zagat survey years ago found 80% support for smokefree dining—and new nonsmoking customers more than make up for any smokers who say they'll stay away.
- ▶ No reliable economic study has ever found that going smokefree reduced restaurant sales, even when surrounding areas still allowed smoking. Some studies have even found a modest positive effect.
- ▶ Surveys and election results show that public support for smokefree measures grows even more solid the longer they're in effect.
- ▶ If Big Tobacco tries to upset smokefree measures, voters consistently defend them by substantial majorities.

Find out more...

Visit TobaccoScam.ucsf.edu for the latest information based on secret industry documents, methodologically-sound economic studies and public health data. TobaccoScam names names and publishes the facts behind Big Tobacco's decades-long campaign to use and abuse the hospitality industry.



**Big
Tobacco
is lying.
Again.**