

“We opened 100% smokefree in 1997. We’ve expanded 100% smokefree. And even smokers thank us for it.”

— MARC KAPLAN, MARKETING DIRECTOR, TAOS MOUNTAIN CASINO, TAOS, NEW MEXICO



Four out of five casino patrons are non-smokers. Just like the U.S. population. And five out of six gaming customers say they would prefer a 100% smokefree environment. That mirrors results for the hospitality industry as a whole. Going 100% smokefree protects your patrons, staff and future profits — a win-win-win situation. Ready to set your enterprise free from secondhand smoke? Get the facts and make up your own mind at www.tobaccoscam.ucsf.edu.

*Are you
smokefree
yet?*