

“Opening up a smokefree restaurant in the middle of tobacco country wasn’t outrageous. Just smart.”

ELIZABETH MARTINEZ | Proprietor, Trin-B’Ago, Durham, NC



“Smart is when you can do right by other people and it turns out all right for you,” says Elizabeth Martinez.

“I was educated as a nurse. So I know for certain that second-hand smoke is dangerous in any dose. The only way to protect your customers and workers is the simplest, cleanest way: go 100% smokefree.

“Fine, you may say, but opening up a smokefree restaurant right in the middle of North Carolina’s tobacco belt? Were we out of our minds?”

“Like you, I heard tobacco industry claims that going smokefree hurts business. But like the hundreds of thousands of other restaurants that have gone smokefree, ordinances or no ordinances, I’ve discovered it’s actually a boon for trade.

“My whole family is involved in this restaurant, sharing the best of our Caribbean culture: steel band, cold beer, Buss-Up-Shot with curry, island warmth — and fresh, clean air. The smokefree just comes naturally.

“You can be smart, too. Most people will thank you. And the rest don’t care.”

Get the facts at [TobaccoScam.ucsf.edu](http://TobaccoScam.ucsf.edu)



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**scam** Tobacco  
is lying.  
Again.

TobaccoScam is a project of Stanton Glantz, PhD, of the University of California School of Medicine, San Francisco, CA 94143-1390.