

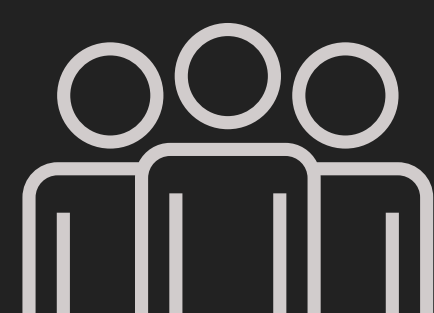


The Path Ahead

**#BeTheFirst Tobacco-Free Generation:
\$50M committed over 5 years to help the next
generation lead a tobacco-free life**

Train

**youth and adults to become
tobacco-prevention ambassadors**



Promote

**healthy behaviors and lifestyles
to reduce the national youth
smoking rate**

Support

**100+ universities and colleges as they
adopt a 100% tobacco-free campus policy**



Invest

**nearly \$1M to support
smoking cessation at several
of the nation's leading
cancer hospitals**