Tobacco is the #1 preventable cause of death. So why does Hollywood expose kids to powerful tobacco images in two out of three G, PG and R-13 movies and DVDs?

As a parent, voice your opinion on this important issue. Txt ASH “followed by a space and then your opinion” (e.g.: ASH Get smoking out of movies) to 8080 or visit the ASH Website: www.ash.org.nz.

GET SMOKING OUT OF KID-RATED MOVIES.