**FOR IMMEDIATE RELEASE**

**NOTE:** Dear Prevent20 partner,

We have drafted this press release for you to circulate to your local media contacts for World No Tobacco Day. You simply need to:

1. insert your location, organization name and the name of the executive who will be quoted in the release, where marked

insert a paragraph about your cancer organization and contact details at the end of this press release, where noted

delete this text box and re-format the document as necessary

Save the revised document and circulate it to your local media contacts on either the 30th or 31st of May, to coincide with World No Tobacco Day.

**[COUNTRY] needs high tobacco taxes to prevent cancer, protect health and reduce poverty**

**[Insert organization name] joins Prevent20 initiative to advance global calls for high taxes on tobacco**

*(May 31st, 2017, [INSERT CITY, COUNTRY])* – On World No Tobacco Day, [INSERT ORGANIZATION NAME] calls on policymakers to consider increasing tobacco taxes as a key strategy for cancer prevention. Many new cases of cancer are diagnosed every year and tobacco use is a major risk factor for a number of different types of cancer. Globally, 20 percent of all cancer deaths are related to tobacco use. High tobacco taxes and prices are proven to be the most effective and cost-efficient single measure for reducing tobacco use, so represent an effective way of reducing tobacco-related cancer - but they are under-implemented in most countries around the globe.

[INSERT NAME OF REPRESENTATIVE, ORGANIZATION] commented: “We are committed to reducing the physical, emotional and economic burden of cancer in [COUNTRY]. Cancer is a burden on development, because it kills people in their most productive years and costs enormous amounts of money to treat. While effective diagnosis, treatment and support for cancer patients are critical, it’s also essential to prevent cancer where possible. Tobacco is a leading cause of preventable cancers and there are tools – particularly high taxes – that are proven to reduce tobacco use.”

When tobacco is less affordable, it deters youth from initiating tobacco use and encourages current tobacco users to cut down and quit. Making tobacco less affordable is particularly important for the most vulnerable in society, who are more likely to use tobacco and may be unable to seek a diagnosis and treatment until it’s too late – a potentially deadly combination. When people are deterred from using tobacco, they can spend more on critical expenditures like food, education, housing, clothing and healthcare instead. This can help vulnerable people break out of generational cycles of poor health and poverty, clearly benefiting the economy as well as the individual.

[NAME OF REPRESENTATIVE] continued: “High tobacco taxes and prices are an effective way of supporting health, the environment and development. This policy reduces tobacco use and associated disease, including cancer, and it also has the potential to help raise funds to help pay for development and health priorities, such as universal healthcare and cancer care. As part of the Prevent 20 coalition of cancer organizations we call on all governments to increase taxes on tobacco, and commit to work with our partners in the government of [COUNTRY] to help it respond to this call to action.”

**[ORGANIZATION] joins Prevent 20**

In line with its commitment to advance cancer prevention in [COUNTRY], [ORGANIZATION NAME] is pleased to announce that it has become a member of [Prevent20](http://www.wecanprevent20.org), a global coalition of cancer organizations committed to using their voice and influence to promote tobacco taxes as a powerful solution for large-scale cancer prevention. The coalition aims to reduce tobacco use in order to prevent the 1.93 million tobacco-related cancer deaths that occur each year around the world. The World Health Organization target of reducing smoking prevalence by 30% by 2025 would result in at least 173 million fewer smokers by 2025 and at least 38 million fewer deaths.

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**Notes to Editors**

[INSERT BOILER LANGUAGE AND CONTACT DETAILS FOR CANCER SOCIETY]

**Prevent 20**

Prevent20 is a global coalition of cancer organizations, calling for tobacco taxes to be increased in every country to reduce tobacco use and tobacco-related cancer deaths, which currently account for 20 percent of all global cancer deaths. Members join to provide and to benefit from the coalition’s combined knowledge and expertise, so any cancer organization can become a successful advocate for this important health policy. Tobacco is a risk factor for a wide range of cancers, so every cancer organization is encouraged to join the coalition, irrespective of their current level of involvement or knowledge of this issue. Cancer organizations can find out more and join the coalition at wecanprevent20.org.

To find out more, please visit wecanprevent20.org or Twitter @wecanprevent20