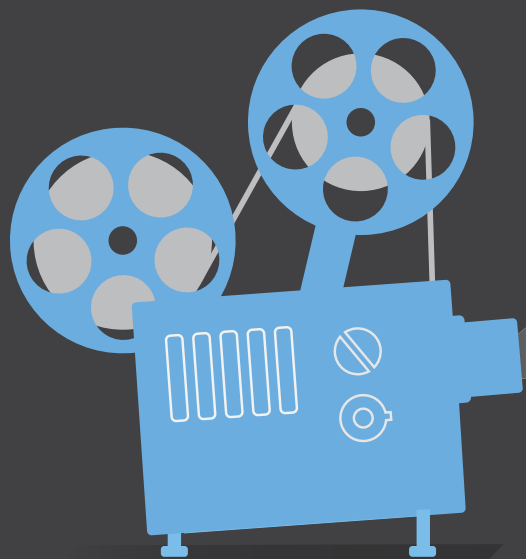




AMERICAN HORROR SHOW

**425,000 YOUNG PEOPLE  
START SMOKING EVERY YEAR**



**187,000**

START BECAUSE OF SMOKING IN MOVIES

**60,000**

OF THOSE EVENTUALLY DIE FROM IT

Fewer cigarettes in movies = Fewer teen smokers

