

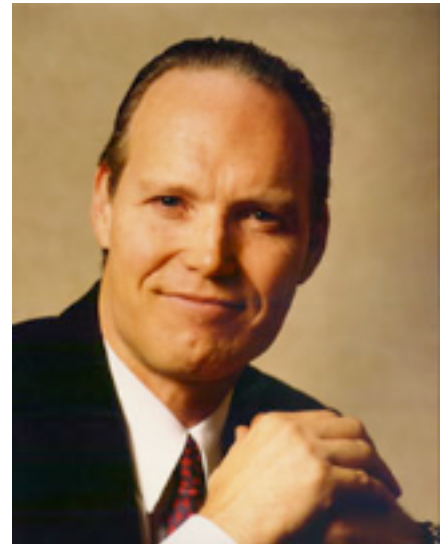
Who do you turn to if you really want to know the truth about tobacco? Who better than a former leading figure in the tobacco industry? This is the story of Patrick Reynolds.

Since first speaking out, Patrick Reynolds has helped broadcast the dangers of smoking to millions of people.

He was the first tobacco industry figure to turn his back on the cigarette companies. A grandson of tobacco company founder RJ Reynolds, he first spoke out publicly in 1986 in favour of a ban on all cigarette advertising.

Patrick Reynolds had to watch his father, his eldest brother and other members of his family die from cigarette induced emphysema and lung cancer. Concerned about the mounting health evidence, he decided to speak out against the industry his family helped build.

In 1989, he founded the Foundation for a Smokefree America, a nonprofit group whose mission is to motivate young people to stay tobacco free and to empower smokers to quit successfully. Twice a year, he goes on the road, speaking nationally at schools and colleges and alerting students to the reality of tobacco.



Patrick Reynolds is eager to impress on students the extreme addictiveness of nicotine. “If I could give you one message, it would be that cigarettes are addictive. Once you start, you may not be able to stop.”

Patrick Reynolds’ Story

Patrick’s parents were divorced when he was three, and for six long years, he didn’t see his father. At times, he felt angry, sad and afraid without his dad around. For six years, he really missed him. When he was nine, he got the idea to write him a letter.

He was travelling at the time and Patrick’s letter was forwarded seven times from city to city. When the letter reached his father, he sent for his son. Patrick recalls literally jumping for joy when he got the message.

On the big day, Patrick was shown into the room where his father was. He was saddened to find father lying on his back, gasping for breath. He was dying of emphysema, caused by smoking the cigarettes that had made his family wealthy.

Patrick only got to see his father five times after that. Every time, his father was increasingly sick and frail and counting the time he had left to live. He died from smoking when Patrick was 15. That’s why Patrick chose to turn his back on the family’s tobacco business, and why he’s devoting his life to the anti-smoking cause and to educating young people about cigarettes and smoking.

Patrick Reynold’s message is simple. He says:

“If I could give you just one message, it would be this: smoking is extremely addictive. Once you start, you may not be able to stop—ever, and the same is true for drugs and alcohol.”