

# Isn't her life worth 75¢?

If increasing our cigarette tax saved just one child, it would be worth it.

But the fact is, cigarette taxes are a proven, effective way to reduce youth smoking.

A mere 70-cent increase in our tax would save thousands of North Carolina kids and raise millions for programs they need—from smoking prevention to healthcare and education.

**Cigarette taxes—our kids are worth every penny.**

CAMPAIGN For TOBACCO-FREE Kids

For more information, visit [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

American Heart Association

Fighting Heart Disease and Stroke

North Carolina  
Alliance  
for Health