



**OUR KIDS ARE STILL GETTING
HOOKED ON CIGARETTES.**

**OUR BUDGET IS FACING
A \$1.5 BILLION SHORTFALL.**

**OUR LEGISLATORS CAN ADDRESS BOTH CRISES:
RAISE VIRGINIA'S CIGARETTE TAX.**

States across the nation are learning time and again that tobacco taxes are a win-win solution. Why? Simple economics: the more cigarettes cost, the less people smoke, especially kids.

A mere 60-cent increase in Virginia's cigarette tax would:

- Prevent more than 50,000 of our kids from becoming smokers;
- Save Virginia \$1 billion in future tobacco-caused health care costs;
- Raise more than \$360 million dollars a year to help balance the state budget and fund vital programs like healthcare and education.

Cigarette taxes make money and save lives. That's why two-thirds of Virginia voters support increasing the cigarette tax, and why it's time for our leaders to act. Every year they fail to, 16,000 more Virginia kids get hooked on tobacco.

Protect Our Kids. Help Balance the Budget. Raise the Cigarette Tax.

CAMPAIGN for TOBACCO-FREE Kids

www.tobaccofreekids.org

