



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

TIPS FROM
FORMER
SMOKERS

LOOKING FOR REAL PEOPLE TO APPEAR IN ADS ABOUT THE HEALTH EFFECTS OF SMOKING CIGARETTES.

PAYS \$2,500 + TRAVEL EXPENSES IF SELECTED

We are looking for ex-smokers of any ethnic background who have been diagnosed with these diseases while smoking:

Colorectal cancer (age 30–65)

Macular degeneration (age 40–65)

We are also looking for ex-smokers (age 20–60) who:

- Used **cigars with cigarettes**, or used **cigarillos or little cigars** alone or with **cigarettes** because you thought cigars, cigarillos and little cigars were healthier, and were diagnosed with a serious health condition while smoking.
- For at least a year, used **e-cigarettes** or **smokeless tobacco** while continuing to smoke some cigarettes; and
- Thought using **e-cigarettes** or **smokeless tobacco** to cut back on some cigarettes would be good for your health; and
- Despite cutting back, you were later diagnosed with a serious health condition.

We are particularly encouraging qualified English speakers of Asian descent to consider applying to be a part of the ad campaign.

IN ORDER TO QUALIFY FOR THIS PROJECT, YOU MUST BE:

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| • An ex-smoker who quit all tobacco products at least six months ago | • Willing to submit to a background check |
| • Able to travel for filming | • Willing to have your doctor sign a legal statement verifying that smoking caused or contributed to your health condition |
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Please respond ASAP but no later than May 30th, 2014:

Mimi Webb Miller Casting

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