



### **truth and Kevin Lyons Partner with Cotopaxi to Inspire Tobacco-Free Lives**

*truth joins Cotopaxi for 25-city Questival tour, unveiling a limited-edition Luzon Daypack designed by artist Kevin Lyons*

**Washington, D.C.** – **truth**<sup>®</sup>, one of the largest and most effective youth smoking prevention campaigns, and **Cotopaxi**, the outdoor gear company on a mission to alleviate poverty, move people to do good and inspire adventure, are joining forces to make positive changes in local communities and take a stand against tobacco. **truth** will join Cotopaxi for 25 of their 2017-2018 Questival adventure races, kicking off the partnership at today's event in Philadelphia. They will launch a limited-edition Luzon Daypack designed by Brooklyn-based artist Kevin Lyons.

"We're excited to partner with **truth** at our upcoming Questivals and unveil new, limited-edition Luzon Daypacks designed by Kevin Lyons," said Davis Smith, Co-Founder and CEO of Cotopaxi. "We strongly align with the **truth** mission of making a positive, lasting impact on local communities."

At each Questival stop, participants embark on a 24-hour outdoor adventure race while also doing service in their local communities. As part of upcoming events, **truth** will arm participants with facts and empower them to make their own informed choices about tobacco use. To illustrate these facts, attendees visiting the **truth** zone will engage in a series of mental and physical challenges to win **truth** merchandise like t-shirts, pins, sunglasses and more. Additionally, participants at today's Philadelphia Questival will receive the limited-edition **truth** x Cotopaxi by Kevin Lyons Luzon Daypack – offering creative inspiration to be the generation that ends smoking for good. The **truth** x Cotopaxi by Kevin Lyons Luzon Daypack will also be available online for purchase for a limited time at [Cotopaxi.com](http://Cotopaxi.com).

"While the teen smoking rate is at an historic low of six percent, tobacco rates in communities differ based on where you live, whom you love and even who you are, making change at the community level an essential part of our movement," said Eric Asche, Chief Marketing Officer of Truth Initiative, the national public health organization that directs and funds the **truth** campaign. "Cotopaxi's commitment to social good and improving communities makes them the perfect partner to join us in engaging young people to help us end tobacco use nationwide."

Tobacco is still the number one cause of preventable death, killing more than 540,000 people each year. In 2014, **truth** launched the FinishIT campaign to empower teens to make this the generation that finishes tobacco once and for all. As part of the movement, millions of young people have taken steps to make their generation the one that ends smoking for good by taking action nationally and locally through social media and on-the-ground community efforts.

"Connecting with audiences at these 25 Questival events allows us the opportunity to enlist 'Finishers' in the cities that need them the most," said Asche. "To us, 'Finishers' are the individuals making an impact

on the tobacco issue within their own community. Big or small, every action taken toward ending tobacco use saves lives – from enlisting online, to wearing the **truth** x Cotopaxi by Kevin Lyons Luzon Daypack and sharing our facts with friends.”

For more information on **truth**, visit [thetruth.com](http://thetruth.com). For more information on Cotopaxi or to find a Questival event near you, visit [Cotopaxi.com](http://Cotopaxi.com).

### **About truth**

**truth**<sup>®</sup> is one of the most successful and one of the largest national youth tobacco prevention campaigns. The campaign exposes the tactics of the tobacco industry, the truth about addiction and the health effects and social consequences of smoking. **truth** gives teens facts to make their own informed choices about tobacco use and inspires them to use their social influence and creativity in the fight against tobacco. The campaign is credited with preventing hundreds of thousands of teens from starting to smoke, and is working to make this the generation that ends smoking for good. To learn more, visit [thetruth.com](http://thetruth.com). **truth** is part of Truth Initiative<sup>®</sup>, a national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco. To learn more about Truth Initiative’s work speaking, seeking and spreading the truth about tobacco, visit [truthinitiative.org](http://truthinitiative.org)

### **About Cotopaxi**

Cotopaxi is a next-generation, gear and apparel company that creates innovative outdoor products and experiences to fund sustainable poverty alleviation, move people to do good, and inspire adventure. As a certified Benefit Corporation, Cotopaxi prioritizes the wellbeing of people in every aspect of the business, from responsible sourcing, to thoughtful manufacturing, to quality wear and giving to those in need. To learn more about Cotopaxi products and view the brand’s annual Impact Report, visit [Cotopaxi.com](http://Cotopaxi.com).

### **About Kevin Lyons**

Kevin Lyons is an artist and creative director based in Brooklyn, NY. His signature Monster characters have lived on murals worldwide including walls in Paris, Tokyo, Milan, NYC, Los Angeles, Detroit, Honolulu, and now Philadelphia. He collaborated with **truth** in 2016 for a limited edition Vans Authentic sneaker design and a mural in Raleigh, NC. Lyons has also created products with Nike, Adidas, Converse, Huf, Stussy, Stance Socks, Uniqlo, Colette, and Girl Skateboards, among others. More info on artist’s website: [www.naturalborn.com](http://www.naturalborn.com).