


WORLD NO TOBACCO DAY - MAY 31




MAKE A DIFFERENCE

"I count him braver who overcomes his desires than him who conquers his enemies; for the hardest victory is over self!"
— Aristotle

Do One Thing for a Better World

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MAKE A DIFFERENCE

"Children have never been very good at listening to their elders, but they have never failed to imitate them."
— James A. Baldwin

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MAKE A DIFFERENCE

"A cigarette is the only consumer product which when used as directed kills its consumer."
— Dr. Gus Brunstrand

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MAKE A DIFFERENCE

"After years of denial and deception, the Philip Morris company has admitted that cigarette smoking causes lung cancer and other diseases. This factual acknowledgment comes far too late but still we most all welcome it. It can be the beginning of clearing the air."
— Bill Clinton

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"What you have to do and the way you have to do it is incredibly simple. Whether you are willing to do it, that's another matter."
— Peter F. Drucker

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MAKE A DIFFERENCE

"The believing we do something when we do nothing is the first fraction of tobacco."
— Ralph Waldo Emerson

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...make a difference...


Do One Thing
for a Better World.

Together
We Make a World of Difference!

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"Cigarette smoking is clearly identified as the chief, preventable cause of death in our society."
— C. Everett Koop

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"Yeah, well, I finally stopped smoking for good."
— Linn Teasdale

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"To assess smoking is the easiest thing I ever did. I ought to know because I've done it a thousand times."
— Mark Twain

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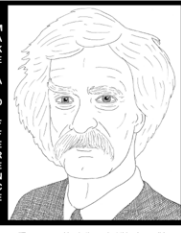


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"With self-discipline most anything is possible."
— Eleanor Roosevelt

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"If you ever lit a cigarette in your life, you have very little will to live."
— Neale Donald Walsch

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"I believe that anyone can conquer fear by doing the things he fears to do, provided he keeps doing them until he gets a record of successful experiences behind him."
— Eleanor Roosevelt

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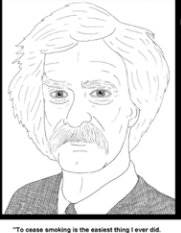


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